JULY 6, 1959

THIRTY-FIVE CENTS

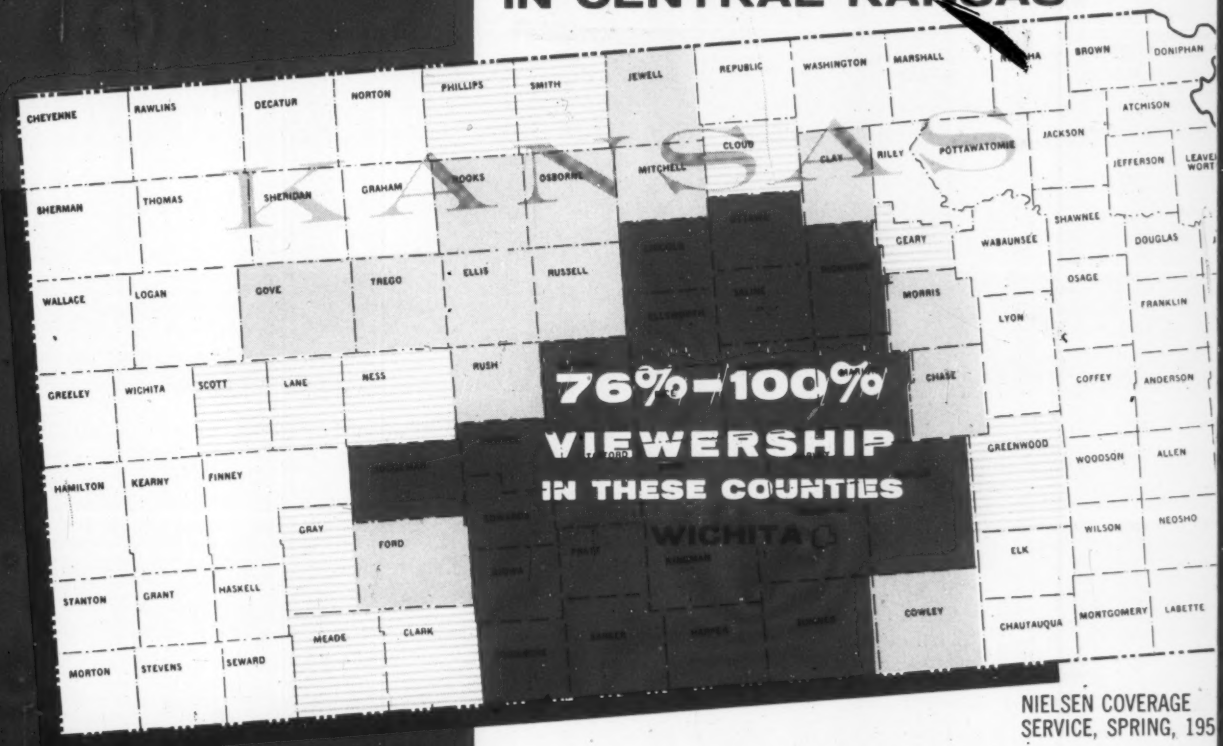
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

COMPLETE INDEX PAGE 7

Mutual in new crisis: salvage plan with new angels proposed Page 29
Spot radio converts: Gillette, Knickerbocker alter ad strategy Page 32
Harris on Sec. 315: changes likely, but less than those sought Page 56
Quarterly report: who's buying what & when at the networks Page 91


KANSAS
CHEYENNE
RAWLINS
DECATUR
NORTON
PHILLIPS
SMITH
JEWELL
REPUBLIC
WASHINGTON
MARSHALL
BROWN
DONIPHAN
ATCHISON
SHERMAN
THOMAS
SHERIDAN
GRAHAM
ROOKS
OSBORNE
MITCHELL
CLOUD
CLAY
RILEY
POTTAWATOMIE
JACKSON
JEFFERSON
GEARY
WABAUNSEE
SHAWNEE
DOUGLAS
WALLACE
LOGAN
GOVE
TREGO
ELLIS
RUSSELL
MORRIS
OSAGE
FRANKLIN
LYON
GREELEY
WICHITA
SCOTT
LANE
NESS
RUSH
CHASE
COFFEY
ANDERSON
HAMILTON
KEARNY
FINNEY
GREENWOOD
WOODSON
ALLEN
GRAY
FORD
WICHITA
WILSON
NEOSHO
ELK
STANTON
GRANT
HASKELL
MEADE
CLARK
COWLEY
CHAUTAUQUA
MONTGOMERY
LABETTE
MORTON
STEVENS
SEWARD
76%–100% VIEWERSHIP IN THESE COUNTIES

KTVH is Power Selling IN CENTRAL KANSAS

NIELSEN COVERAGE SERVICE, SPRING, 195

COVERING MORE KANSAS COUNTIES THAN ANY OTHER KANSAS TV...

to Sell Kansas ...buy KTVH KANSAS

STUDIOS IN HUTCHINSON AND WICHITA

CBS

BLAIR TELEVISION ASSOCIATES, INC.

YALE
NORTH DAKOTA
MINNESOTA
MONTANA
SOUTH DAKOTA
NEBRASKA
IOWA

BIG AGGIE HEADS THE CLASS AT YALE (SOUTH DAKOTA)

She's also a BWOC at Amherst and West Point (Nebraska). These are just three of thousands of cities and towns in Big Aggie Land, one of the largest land area radio coverages in the U.S. WNAX-570 covers 175 counties in six states—delivers a 66.4% share of the 609,590 radio homes in Big Aggie Land. Profitable promotion in this prosperous market—2¼ million people with $3 billion to spend—begins with WNAX-570. See your Katz man.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Yankton, South Dakota **Sioux City, Iowa**

N DAKOTA
MINNESOTA
S DAKOTA
NEBRASKA
IOWA

PEOPLES BROADCASTING CORPORATION
WNAX, Yankton, S.D.
WGAR, Cleveland, Ohio
WRFD, Worthington, O.
WTTM, Trenton, N.J.
KVTV, Sioux City, Iowa

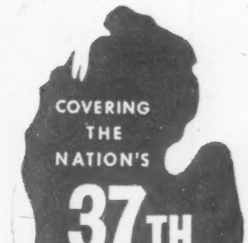
Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING....FLINT....JACKSON

Represented by the **P.G.W. Colonel**

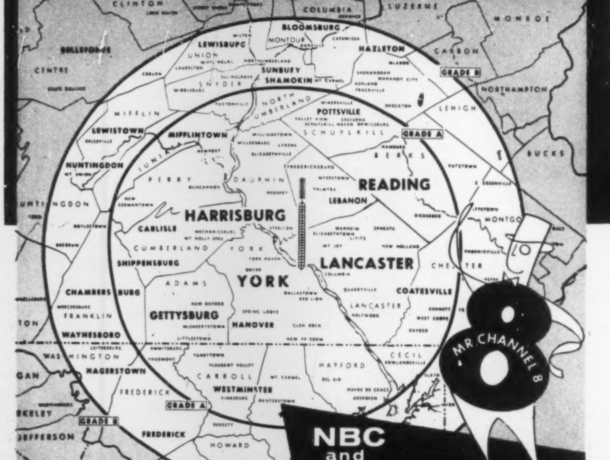


Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

SUPERIOR
TELEVISION
MARKET

HOME OWNERSHIP is high in communities throughout the WGAL-TV coverage area. Advertise on WGAL-TV to reach all of the rich Lancaster-Harrisburg-York market.

AMERICA'S 10th TV MARKET


WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
MONTOUR
LEWISBURG
UNION
HAZLETON
CARBON
CENTRE
SUNBURY
SHAMOKIN
SNYDER
GRADE B
NORTHAMPTON
NORTH UMBERLAND
POTTSVILLE
LEHIGH
MIFFLIN
SCHUYLKILL
LEWISTOWN
MIFFLINTOWN
GRADE A
JUNIATA
BERKS
BUCKS
HUNTINGDON
PERRY
DAUPHIN
READING
LEBANON
HARRISBURG
MONTGO
CARLISLE
CUMBERLAND
YORK
SHIPPENSBURG
LANCASTER
CHESTER
ADAMS
YORK
CHAMBERSBURG
COATESVILLE
FRANKLIN
GETTYSBURG
HANOVER
WAYNESBORO
WASHINGTON
HAGERSTOWN
CARROLL
HARFORD
CECIL
FREDERICK
WESTMINSTER
GRADE A
GRADE B
FREDERICK
HOWARD
JEFFERSON
LOUDOUN
MONTGOMERY
MR. CHANNEL 8
8
NBC and CBS
316,000 WATTS

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Networks' ball • It's all up to major networks on outcome of massive public relations "image" project for television. Meeting will be held in New York July 15 to get project under way or to put it on ice. Indications are that it will roll. To meet in New York will be pro tem group of nine, which could become permanent control committee for PR image project (BROADCASTING, June 22). (See story, page 9.)

As network picture stands, NBC is all for McCollough committee project; CBS reportedly is reluctant to move ahead before it knows of detailed plan, identity of director and makeup of control committee, but it, nevertheless, is expected to contribute its $75,000 along with NBC. ABC is question mark. Proposal has been made, based on differential in network gross, that ABC contribution should be $40,000, but NBC insisted all should contribute equally and if not, then other two networks should raise their ante.

Delicate question • Advertising Council is considering anti-inflation campaign, *a la* its anti-recession drive last year. But it faces doubly ticklish decision—not only whether advertising can really contribute to curbing of inflation but also, whether job can be done in non-political fashion—which by council standards it must be. If decision is affirmative, council will look to radio-tv to shoulder sizeable part of load, as in past campaigns.

On the spots • Competition in one three-station Midwest market has become so heated one telecaster felt compelled to lodge complaints with certain agencies over alleged triple (and even quadruple) spotting practices of competitor. Some agencies reportedly have requested logs of station.

Those drop-ins • FCC last Tuesday took another fling at vhf drop-ins in markets having fewer than three vhf's but made little progress. Staff report evaluating various factors affecting short-supply markets, was labelled "disappointing" because so little apparently could be gained by adhering to existing separations. Subject is slated to come up again this week (possibly tomorrow, July 7). Maximum list of drop-in markets totals 21 (BROADCASTING, June 8).

Old refrain • In order to set "line" for July 9 hearing before Senate Foreign Relations Committee on NARBA and Mexican international radio agreements, FCC today (July 7) will take up 14-year-old clear channel case and companion daytime skywave case. It's doubted whether action will be taken, but at least dusty data will be aired once again.

Ratings race • It's going to be nip-and-tuck this fall on television network ratings. With upsurge of ABC-TV, one opposition network head said he expected margins to be "very narrow." ABC-TV may benefit most rating-wise because of public acceptance of western and adventure programming. Moreover, it will benefit because of policy of few unusual length "specials" as against CBS and NBC policy of heavy special schedules.

Top ABC spokesman said Monday evening schedule, which has been its weakest, will be bolstered this fall with new line-up, comprising Bourbon Street, Paradise, *and holdover* Cheyenne. *NBC and CBS, on other hand, say that their effort is toward more "distinguished" programming and that instead of thinking about 1959-60, they're looking year ahead on properties.*

Radio expansion • Contrary to reports that its five owned and operated radio stations are for sale, ABC is actively looking for two additional stations to bring it up to full quota of seven under multiple ownership. This was answer given BROADCASTING by Leonard H. Goldenson, president of AB-PT, to report that radio network would be sold along with owned and operated stations.

It was ascertained that pitches had been made for individual radio stations in ABC o&o group. Moreover, from time to time, there had been conversations regarding possible merger of ABC Radio with Mutual, and in last week's negotiations geared toward another sale of Mutual (story page 29) it was reported that Albert G. McCarthy, one of Mutual's buyers, had made new approach, but that ABC evinced no interest.

Specialists needed • Rep. John Moss (D-Calif.) put finger last week on weakness in broadcasting's claim to be major journalistic force, worthy of Constitutional freedoms. When Ralph Renick (WTVJ [TV] Miami), president of Radio and Television News Directors Assn., was testifying on alleged discrimination against radio-tv news as compared with newspaper freedom, Rep. Moss brought out admission that many stations lack news directors and even one trained newsman. Mr. Moss said he would feel better about revising Sec. 315 "if all good stations had trained professional news directors" on their staffs.

Rochester switch • Reports circulated last week that NBC Radio plans to cancel affiliation with WHAM Rochester, N.Y. (50 kw, 1180 kc). Though no official word was forthcoming, word expected soon on replacement in NBC lineup. Move reportedly due to network's desire for higher program clearances in Rochester area.

Voice tests • Voiced news service to radio stations are now being field-tested by both major wire services, UPI working with group of client stations in San Francisco bay area and AP with group of member stations in Connecticut. Apparently results to date look promising, though neither organization is yet willing to commit itself to regular voice service. UPI officials say if bay area tests continue to prove satisfactory it'll continue there on regular basis, presumably also expanding into other areas. AP sources stress no decision yet on regular service, say statement may be issued in couple of weeks, or whole experiment may go back into laboratory.

Lasting effects? • Supreme Court majority, in its decision last week in WDAY political broadcasting case (story page 54), included language that may become as controversial as famous "composition of traffic" phrase used by Associate Justice Frankfurter in 1941 network chain monopoly case. It was Frankfurter language that repeatedly has been cited in effort to show that Congress intended FCC to regulate programs and not be mere "traffic cop."

In WDAY majority opinion written by Associate Justice Black, court held that thrust of Sec. 315 is to facilitate political debate over radio and television. It emphasized FCC considers "the carrying of political broadcasts a public service criterion to be considered both in license renewal proceedings and in comparative contests for a radio or television construction permit." This language, lawyers point out, may be used in arguments on congressional intent on program regulations. Comr. T.A.M. Craven has steadfastly argued that consideration of programs is forbidden, and constitutes censorship by FCC.

CAPTURE
CLEVELAND
WITH THE BIG
MOVIES

Just a minute! THAT'S ALL IT TAKES TO CAPTURE NORTHERN OHIO'S BIG MOVIE-MINDED AUDIENCE HERE'S WHY:

WARNER BROTHERS . . . PARAMOUNT
20TH CENTURY . . . UNITED ARTISTS

Scheduled 4 times daily on Channel 8 . . . 9:00 AM "Watch & Win"—1:00 PM "Star Matinee"—5:30 PM "Big Show"—11:20 PM "Nite Movie"

"Famous on the local scene"

WJW·TV

CHANNEL 8
CBS • CLEVELAND, OHIO

Storer Television

STORER BROADCASTING COMPANY

WJW-TV	WAGA-TV	WSPD-TV	WJBK-TV	WITI-TV
Cleveland	Atlanta	Toledo	Detroit	Milwaukee

WEEK IN BRIEF

Mr. Prager

How to sell radio to retailers • Many stations use the wrong approach in presentations to department stores and major retailers, according to Edward Prager, head of his own agency in Baltimore and active many years in the retailing field. He figures it's a mistake to try to convince retailers radio will do the same job better and cheaper. There's another approach that is more effective, he says in Monday Memo. Page **19.**

More problems for Mutual • Voluntary petition for reorganization under bankruptcy laws is filed. Hurleigh takes ownership but McCarthy-Ferguson group advances $100,000 and is expected to assume control if and when deal is made with creditors. Network's debts: more than $3 million. Page **29.**

Can spot radio carry the load? • That's the question American Petrofina and its agency asked while planning a campaign for Fina gasoline. The 20-25% increase in sales gave the best answer. Page **36.**

Most wanted in the home • Television leads household items in survey of public preferences, NBC-TV finds in survey. Video sets rank ahead of refrigerators, stoves, laundry machines and beds. Page **42.**

Libel decision at last • U.S. Supreme Court rules that Sec. 315's no-censorship provisions means stations are not liable for defamation; vote in WDAY-TV case is 5-4 with Justice Black writing majority opinion, Justice Frankfurter, minority. Page **54.**

It's up to Congress • Broadcasters and legislators repeat pros and cons of Sec. 315 at House hearing. Chairman Oren Harris indicates some relief may develop but not what broadcasters want. Page **56.**

Booster-catv legislation coming • First round of hearings on booster and community tv problems engage Senate communications subcommittee. Booster operators and western broadcasters urge legislation to bring both systems under FCC regulation; broadcasters seek tight control over catv systems. Hearings resume this week. Page **64.**

Disney vs. ABC • Motion picture mogul sues network in New York court for release of *Zorro* and *Mickey Mouse Club*, both of which go off ABC-TV in fall but which Disney wants to offer to other networks or to stations via syndication. Page **76.**

Symphony in plastics • CBS-TV production workshop creates deceptively realistic imitations that come out on the screen like the real thing. Name it—piece of sculpture or fire hydrant—and workshop will reproduce it in easily handled form at modest cost. Page **78.**

Radio-tv network showsheets • The quarterly rundown of the three tv networks and four radio networks and details of all programs and sponsors. New program cycles and sponsors starting during the next quarter are shown, too. The showsheets are divided into one-hour segments, morning, afternoon and evening, for easy reference. Page **91.**

DEPARTMENTS

AT DEADLINE 9
BROADCAST ADVERTISING 32
BUSINESS BRIEFLY 42
CHANGING HANDS 52
CLOSED CIRCUIT 5
COLORCASTING 76
DATEBOOK 14
EDITORIAL PAGE 108
EQUIPMENT & ENGINEERING 86
FANFARE 89
FATES & FORTUNES 80
FOR THE RECORD 96
GOVERNMENT 54
INTERNATIONAL 87
LEAD STORY 29
THE MEDIA 48
MONDAY MEMO 19
OPEN MIKE 20
OUR RESPECTS 107
PLAYBACK 86
PROGRAMMING 76
WEEK'S HEADLINERS 10

HOOPER and PULSE AGREE:

WPON PONTIAC

DOMINATES THIS IMPORTANT PART OF THE DETROIT METROPOLITAN AREA

H.U.R.	WPON	B	C	D	E
25.3	37	17	14	10	8
23.3	30	17	16	9	9

(Top row: 6 A.M. — 12 Noon)
(Bot. row: 12 Noon — 6 P.M.)

PULSE—JAN. '59

	WPON	B	C	D
7 A.M. 12 P.M.	39	24.1	11.9	10.0
12 P.M. 6 P.M.	46.5	14.0	8.1	5.4

HOOPER—MAY '58

WPON

PONTIAC, MICHIGAN

CONTACT

VENARD, RINTOUL & MCCONNELL, INC.

For
Results
In Lansing
Mich. . . . it's

WILX-TV
NBC • CHANNEL 10
STUDIOS IN LANSING JACKSON BATTLE CREEK

WILS
5000 WATTS
THE MARKET'S NO 1 STATION

affiliated with WPON-PONTIAC
CONTACT VENARD, RINTOUL & MCCONNELL, INC

910

MOST DIGESTIBLE!

LANSING IS 69 th ?

. . . It's a fact. The Lansing metro area is now ranked 69th nationally. (SRDS — MAY, 1959)*

WHAT'S THAT MEAN IN MONEY?

Take FOOD SALES for example.
Last year $90,681,000 was spent in the market on this item alone!

Yes, the Lansing market is BIG . . . and to serve it best, buy . .

*Population

Lansing's Stable AND GROWING Economy is Based on Industry, Education and Government

WILX-TV

NBC • CHANNEL 10

STUDIOS IN
LANSING
JACKSON
BATTLE CREEK

WILS
5000 WATTS
THE
MARKET'S
NO. 1
STATION

affiliated with WPON-PONTIAC

CONTACT VENARD,
RINTOUL & McCONNELL, INC.

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 29

Daytime broadcasters again lose FCC plea

Bid by daytime broadcasters for extended hours of operation—from 6 a.m. to 6 p.m., or sunrise to sunset, whichever combination is longer—has failed again. FCC announced Friday it has instructed staff to prepare document turning down petition by Daytime Broadcasters Assn.

No vote was announced, but it was understood Comr. Robert T. Bartley voted to permit two-month experimentation. This was alternative request by DBA.

Action marks second time DBA has been turned down in quest for longer operating hours for daytimers. Daytime stations are limited by regulation to local sunrise-sunset. Last January Commission denied first petition asking for change in daytime hours to 5 a.m. or sunrise to 7 p.m. or sunset, whichever is longer (BROADCASTING, Jan. 12). Following this, DBA filed present petition.

FCC announcement stressed that instructions constituted preliminary step and that result might by different when formal decision is adopted and issued.

Pro tem 'image' group is named by NAB head

Temporary committee to start off tv-wide campaign to improve public's image of visual medium named Thursday (July 2) by NAB President Harold E. Fellows. Group will serve until permanent committee is picked from sponsors of tv information program (see CLOSED CIRCUIT, page 5). First meeting will be held July 15 at Waldorf-Astoria Hotel, New York.

Members of temporary committee are Clair R. McCollough, Steinman Stations, who directed preliminary study of project prior to NAB Tv Board's June meeting (BROADCASTING, June 22); C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Willard E. Walbridge, KTRK-TV Houston; Roger W. Clipp, Triangle Stations; John S. Hayes, WTOP-TV Washington; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Kenneth Bilby, NBC-TV; Michael Foster, ABC-TV, and CBS-TV member to be designated.

Permanent nine-man committee will include representative of each sponsoring network; three NAB Tv Board members and three to be selected from among other tv broadcasters. Program will be open to both NAB members and non-members.

Answer still 'Nyet'

When CBS President Frank Stanton apeared in receiving line at Blair House, Washington, for introduction to Soviet First Deputy Premier Frol R. Kozlov, Vice President Nixon asked Mr. Kozlov to readmit CBS newsmen to Russia ("he should be allowed to operate again in Moscow"). With laugh, Mr. Kozlov replied to Mr. Nixon, "When you and I reach agreement, he can stay." Soviets barred CBS after drama *Plot to Kill Stalin* appeared on CBS-TV. Later during reception Dr. Stanton asked Mr. Kozlov to appear on CBS-TV's *Face the Nation* but decision was deferred until deputy premier concludes his U.S. tour.

Four to drop MBS

Mutual spokesmen confirmed Friday that four of five RKO Teleradio stations indicated they would not renew MBS affiliation contracts and said they expected fifth RKO Teleradio affiliate, WHBQ Memphis, to follow same course. Affiliations of all five expire Aug. 9. MBS reiterated that it had already lined up replacements for all five but was committed to delay announcement for time being (CLOSED CIRCUIT, June 22; also see page 29). Spokesman said RKO Teleradio's WNAC Boston, KHJ Los Angeles and KFRC San Francisco sent word they would not renew and that WOR New York had given similar indication. RKO Teleradio owned Mutual prior to its sale of network in 1957.

FCC hearing called on Springfield ch. 2

Following mandate of U. S. Court of Appeals, FCC Thursday (July 2) announced "collateral evidentiary hearing" on Springfield, Ill.-St. Louis ch. 2 deintermixture case. Hearing will be held on undetermined date before specially appointed hearing examiner.

Commission action in shifting ch. 2 from Springfield to St. Louis and assigning it to KTVI (TV) was returned by courts following disclosures by House Legislative Oversight Subcommittee of off-record contacts (BROADCASTING, May 11). Conditional grant of ch. 2 in Springfield to WMAY there was made in March 1957, but grantee was forbidden from building until completion of then pending rulemaking. Later same month, ch. 2 was shifted to St. Louis with WMAY assigned uhf channel.

Sangamon Valley Tv Corp., losing applicant for ch. 2 in Illinois City, appealed decision to appeals court and later to Supreme Court when lower body first upheld FCC. Supreme Court then remanded case to appeals court which, in turn, directed FCC to take more evidence on *ex parte* allegations.

In action last week, Commission ordered hearing to determine nature and course of any *ex parte* presentations, whether any commissioner should be disqualified from voting or whether any party to proceeding should be disqualified. KTVI was given authority to continue operating on ch. 2 in St. Louis pending further action by Commission.

In second case returned to FCC because of disclosures by Oversight Subcommittee, Special Hearing Examiner Horace Stern Thursday scheduled Sept. 9 prehearing conference in ch. 7 Miami case. Ch. 7 was granted to Biscayne Tv Corp. (WCKT [TV]) over three competing applicants.

Mack juror illness may cause mistrial

Possibility of mistrial in Mack-Whiteside conspiracy trial loomed at week's end with illness of juror. Late Thursday juror was in Washington hospital, with illness uncertain but centering in lower abdomen. Federal district court jury, which began deliberating Wednesday, retired for night in special private rooms in U.S. Courthouse. Ailing juror, Joseph R. Carroll, 65, retired telephone company worker, was stricken Thursday morning. Judge Burnita S. Matthews asked counsel if they had any objection to 11-man jury continuing deliberations, but Nicholas J. Chase, attorney for former Comr. Richard A. Mack, said he could not consent immediately. Judge Matthews instructed remaining 11 jurors to cease deliberations. Two alternates who had sat throughout three-month trial were dismissed when jury took case. Under

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

federal procedures, they may not be called back.

Case, underway since April 7, is based on grand jury indictment of Mr. Mack and friend, Miami attorney Thurman A. Whiteside, on charges they conspired to throw Miami ch. 10 grant to National Airlines.

NBC advisory group

Plan to form new program managers committee and claim that NBC Radio has "gained . . . undisputed leadership in radio networking by . . . capturing 52.1% of total sponsored hours on the three major radio networks" reported Thursday (July 2) by George W. Harvey, WFLA Tampa, after presiding over NBC Radio Affiliates Executive Committee meeting in New York. New program group, according to Chairman Harvey, will act as liaison between network and stations with aim of gearing network programming as close as possible to affiliates' needs. Committee will be made up of program managers from representative affiliated stations and of network program executives.

KSDO, KOBY sold

Station sales announced Friday, subject to usual FCC approval: KSDO San Diego, Calif. Sold by C. A. Smith and associates to Sherwood Gordon for total price of $700,000. Mr. Gordon owns KBUZ Phoenix, Ariz., and only recently sold WSAI-AM-FM Cincinnati. KSDO is on 1130 kc with 5 kw day, 1 kw night. Broker was Blackburn & Co.

Kenyon Brown, president of KCOP (TV) Los Angeles, has bought KOBY San Francisco from Mid-America Broadcasters for approximately $1.5 million. Broker was Howard E. Stark. KOBY is on 1550 kc with 10 kw, directional antenna. Mr. Brown also owns KSON San Diego, KFOX Long Beach, and is awaiting FCC approval for purchase of KITO San Bernardino, all California.

Two win renewals

Licenses of WJDX-AM-FM and WLBT (TV) Jackson, Miss., operated by Lamar Life Insurance Co., were renewed Thursday (July 2) by FCC after considering complaints by National Assn. for Advancement of Colored People that stations were unfair in presenting controversial issues. Complaints related to NBC *Home* program broadcast on WLBT in 1955 and Little Rock crisis program Sept. 26, 1957.

Commission found no indication of prejudice in former program, but reminded that licensee must not use facilities to mis-inform public. In second case, involving panel, FCC said fact that panelists are elected officials does not alter nature of program or remove fair-presentation requirement. No further action is warranted in either case, FCC held.

Hartford protest

Four Massachusetts members of Congress have protested to FCC any assignment of third vhf to Hartford, Conn., which they maintained would force four uhf stations serving western Massachusetts off the air. In a letter to FCC Chairman John C. Doerfer, two senators and two congressmen maintained public interest "would be injured severely" by such move and continued success of uhf stations depends on whether "they are left free from interference from vhf tv. . . ."

Letter was signed by Sens. John Kennedy (D) and Leverett Saltonstall (R) and Reps. Silvio O. Conte (R) and Edward P. Boland (D), who urged extension of vhf service "thereby eliminating uhf tv" in Western Massachusetts.

• Business briefly

• Mutual reported Thursday (July 2) signing of three advertisers for campaigns covering newscasts and adjacencies: General Motors Corp. (Chevrolet), Detroit, through Campbell-Ewald, Detroit, for eight weeks starting today (July 6); American Red Ball Transit Co., Indianapolis, for 13 weeks, starting in mid-August, in company's first use of MBS; Christmas Club a Corp., N.Y., through Brooke, Smith, French & Dorrance, N.Y., for six weeks, starting in early November.

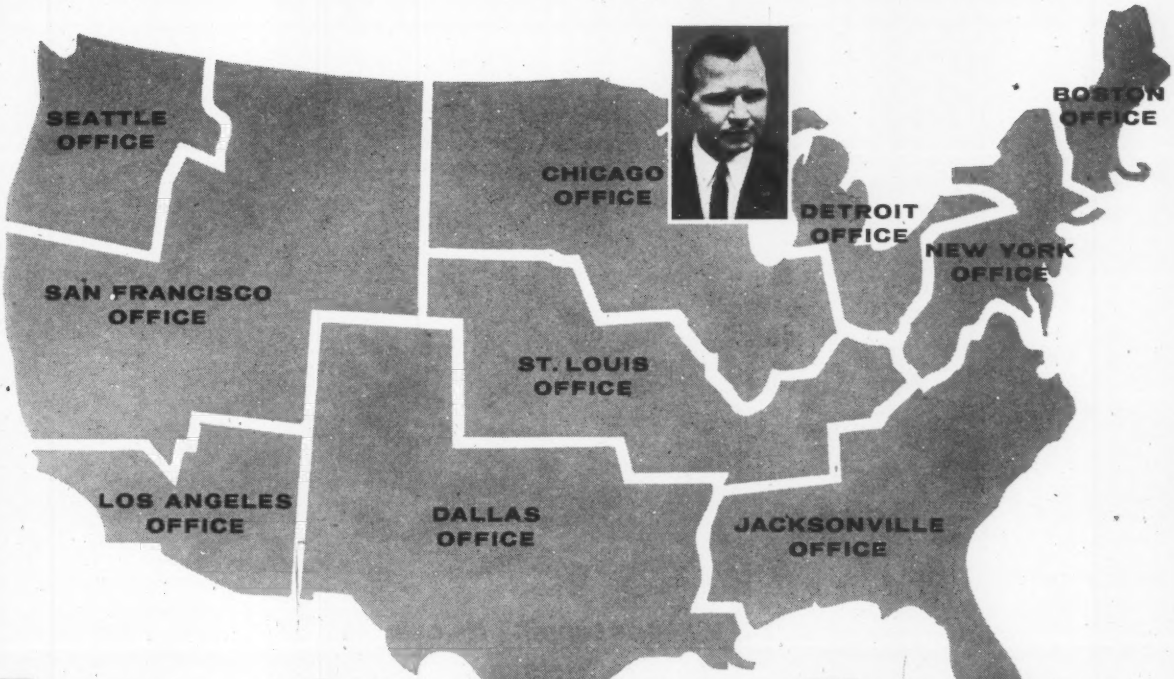
WEEK'S HEADLINERS

Mr. N. Straus Mr. R. P. Straus Mr. Labunski

Nathan Straus, president-owner of WMCA New York since 1943, moves to chairman of the board and is succeeded as president by son, R. Peter Straus, who has been executive vp of station since 1958. Nathan Straus has had a long career in business and public affairs (publisher of *Puck*, New York state senator, New York state administrator of National Recovery Administration, administrator, U.S. Housing Authority) before buying WMCA. R. Peter Straus was director of the International Labor Office's U.S. branch in Washington, from 1955-58 and from 1948-50 was WMCA's director of news and special features. As part of realignment, Stephen B. Labunski, general manager of WMCA since June 1958 and earlier vp in charge of programming for ABC Radio, appointed vp-general manager of station. Elizabeth M. Rosan, secretary to elder Mr. Straus since 1943, named secretary-treasurer.

Dwight S. Reed and Frank E. Pellegrin, vps and both founding partners of H-R Television Inc. and H-R Representatives Inc., elected executive vps, Frank M. Headley, president and also founding partner, announced Thursday (July 2). Avery Gibson, research director of companies for past five years, elected vp. Mr. Reed is in Chicago and is in charge of western division of companies; Mr. Pellegrin, located in New York, is in charge of tv, and Miss Gibson is in general charge of sales development, heading staff of 14 people. Don Softness and Martin Goldberg, with H-R for past four years, named respectively director of promotion-publicity and director of research. John Alcetta becomes assistant promotion director and Mary Ann Sanchirico promoted to assistant research director. Robert Beardsley named research associate in Chicago.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



Teamwork to reduce selling-costs

HARRY SMART, *vice president, has charge of Blair-TV's Chicago office, one of ten offices providing a fast efficient service to Advertising throughout the United States*

In their continual drive to reduce costs of distribution, the midwest's great food companies rely heavily on the power of Spot Television.

Their advertising decisions demand up-to-the-minute data on markets and stations – data instantly available through Blair-TV's Chicago office.

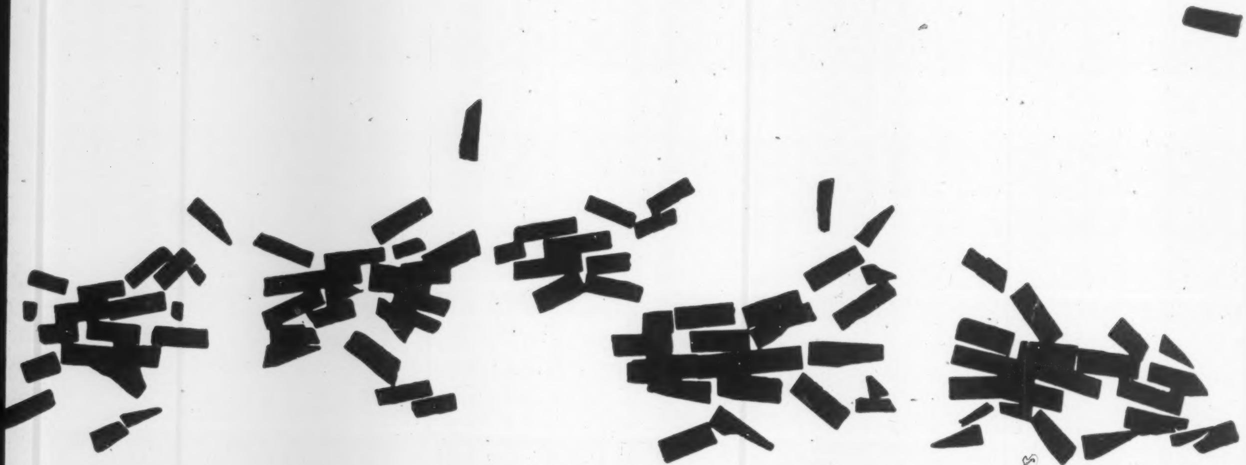
Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit.

From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 26 of America's greatest markets. Together they cover 56 percent of its population, virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

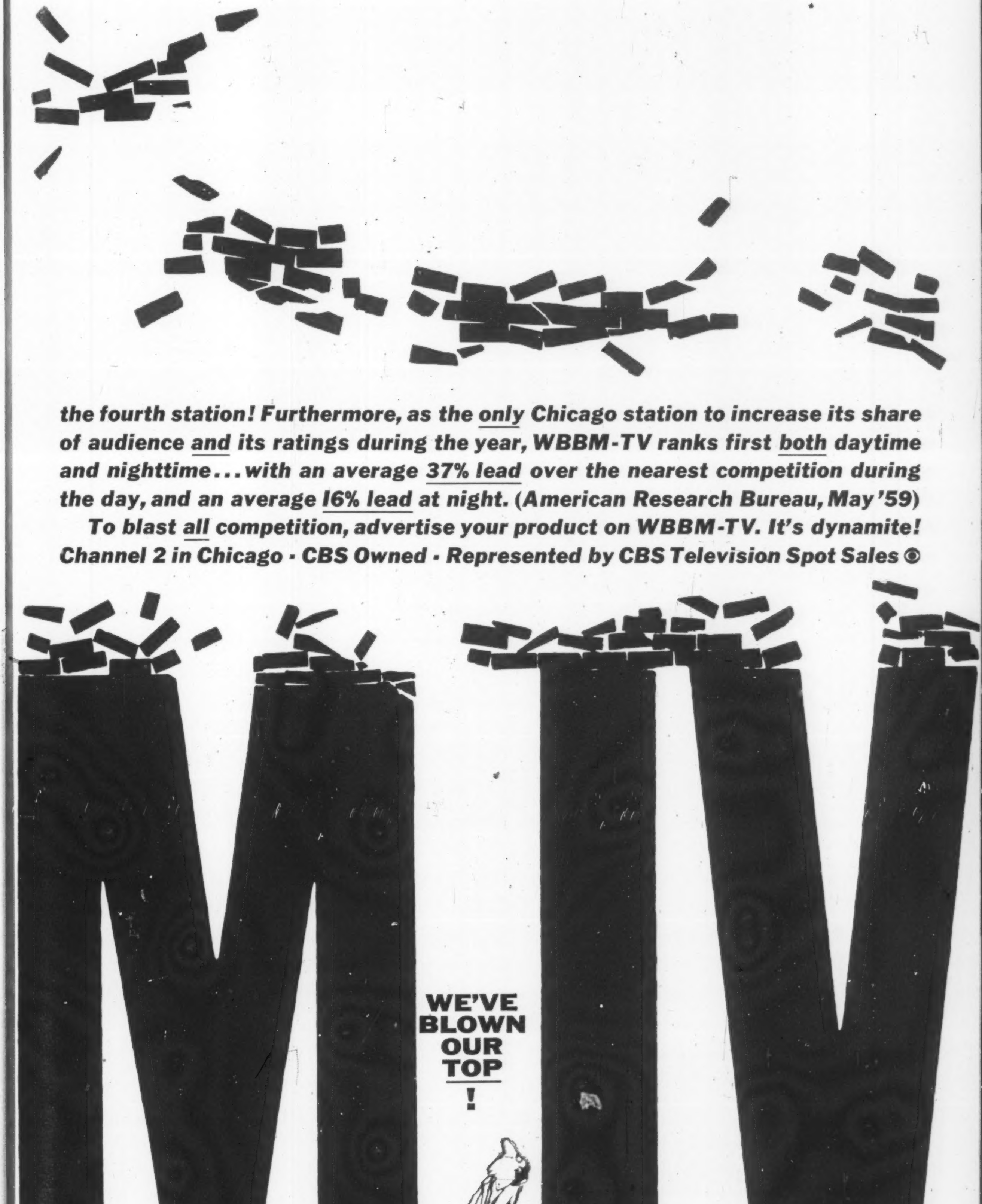
A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha-Council Bluffs
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg



Incredible...but true. WBBM-TV keeps topping its own record ratings. Chicago's top station in the past 48 consecutive Nielsen reports, both Nielsen and ARB show WBBM-TV first again...and by one of the widest margins in its history.

For example, according to ARB, WBBM-TV's over-all audience share is at a nineteen-month high of 34.8%. That's a mighty 22% higher than a year ago, 27% higher than the second station, 78% higher than the third station and 91% higher than



the fourth station! Furthermore, as the only Chicago station to increase its share of audience and its ratings during the year, WBBM-TV ranks first both daytime and nighttime... with an average 37% lead over the nearest competition during the day, and an average 16% lead at night. (American Research Bureau, May '59)

To blast all competition, advertise your product on WBBM-TV. It's dynamite!

Channel 2 in Chicago · CBS Owned · Represented by CBS Television Spot Sales

JEFF'S

COLLIE

©Lassie Programs, Inc., 1959

RENEWALS POURING IN FOR 2ND selling YEAR!

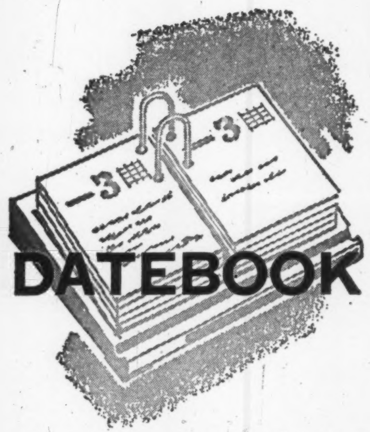
Already renewed for next season in market after market, JEFF'S COLLIE proves itself the "sponsor's best friend!"

Washington
Baltimore
Minneapolis
Cincinnati
Honolulu
Lincoln
South Bend
. . . and many more!

Inquire about availabilities in your market!

I T C
INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100



DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

July 5-11—Advertising Federation of America management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Emerson Foote, McCann-Erickson senior vice president, is in charge.

July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job. Dr. J. Sterling Livingston, professor of business administration, Harvard, and president of Harbridge House. is academic director. William P. Gormbly Jr., assistant dean and director of Harvard advanced management program, is administrative director. Sixty broadcasters were accepted for enrollment.

July 7—Resumption of FCC inquiry into tv network program practices, with advertising agency executives to be chief witnesses before FCC Chief Hearing Examiner James D. Cunningham. 10 a.m., U.S. Courthouse, Foley Sq., New York. Docket 12,782.

July 7-9—Canadian Board of Broadcast Governors, public hearing on applications for am, fm, tv stations, Union Station, Ottawa, Ont.

***July 9—U. of Michigan Summer Speech Conference,** Horace H. Rackham School of Graduate Studies, Ann Arbor, Mich. Radio and tv section will hear William Harley, manager of WHA-TV Madison, Wis., and president of National Assn. of Educational Broadcasters. His topic, "Progress in Educational Broadcasting."

July 9—Hearing on NARBA and Mexican broadcast treaty before special Senate Foreign Relations Subcommittee (D-Ore.). Rm. 4221, New Senate Office Bldg., 10 a.m.

July 12-18—Public Relations Institute, U. of Wisconsin campus, Madison, sponsored by Public Relations Society of America.

***July 14-15—Idaho Broadcasters Assn.,** Shore Lodge, McCall. Speakers July 15, main meeting day, include Kenyon Brown, KCOP (TV) Los Angeles; Fred Ruegg, KNX Los Angeles, and Louis Shadduck, secretary of Idaho Commerce & Development Commission.

July 16-17—Air Traffic Control Symposium co-sponsored by Radio Technical Commission for Aeronautics and Los Angeles section of Institute of Radio Engineers. FCC Comr. Robert E. Lee and James T. Pyle, deputy administrator of Federal Aviation Agency, will speak.

July 16-19—American Federation of Television & Radio Artists, convention, Chase Hotel, St. Louis.

***July 19—Military District of Washington** will conduct special program honoring NAB, Fort Myer, Va.

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

***Aug. 16-17—Montana Broadcasters Assn.,** Rainbow Hotel, Great Falls.

Aug. 16-18—Georgia Assn. of Broadcasters, summer meeting, Jekyll Island.

Aug. 18-21 — National Assn. of Educational Broadcasters, seminar for radio station managers, U. of Wisconsin, Madison.

Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel.

Aug. 21-23—Arkansas Broadcasters Assn., Hot Springs.

***Aug. 23-24—UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire** aboard aircraft carrier Wasp at sea; board destroyer at South Boston Naval Annex for transfer to Wasp 100 miles out; return to Boston.

Aug. 24-28—American Bar Assn., annual meeting, The Americana, Miami Beach, Fla.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—Oklahoma Broadcasters Assn. summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10 — Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 12—AP Broadcasters of Ohio, Columbus.

Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17—Assn. of National Advertisers sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

Sept. 17-19 — Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 18-20—United Press International Broadcasters Assn. of Minnesota, Sawbill Lodge, Tofte.

***Sept. 21-22—Louisiana Assn. of Broadcasters,** Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting."

Sept. 21-23 — Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 23-24—CBS Radio Affiliates Convention, Waldorf-Astoria, New York.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 29-Oct. 3 — Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

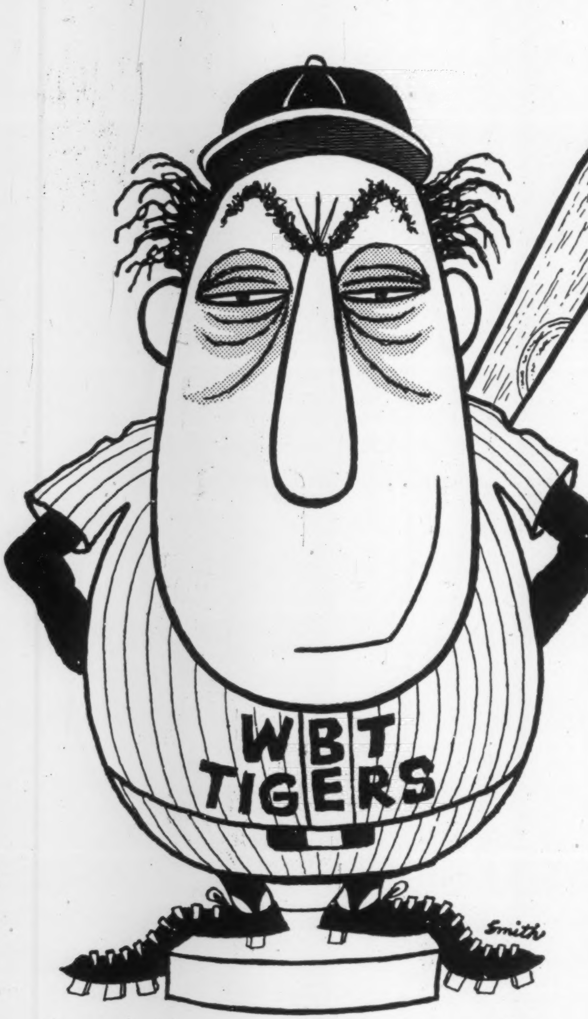
OCTOBER

***Oct. 5-9**—11th annual convention and professional equipment exhibit, **Audio Engineering Society,** Hotel New Yorker, New York. Technical papers from many nations have been submitted

THEY'LL
BE
GONE
"ONLY
A
MINUTE"...

BUT THEY'LL MISS THE ENTIRE COMMERCIAL. The "audience break" can break *you* . . . for tiresome commercials encourage your hard-won audience to duck the 3 vital minutes that justify the whole 30. . . . Ayer advertising recognizes that people like to be sold *engagingly*. . . . It checks the "audience break" by giving useful product information . . . in a manner so interesting and compelling that the ledger shows not only sales but *profit*. **N. W. AYER & SON, INC.**

The commercial is the payoff



We're on First again!

Actually, WBT doesn't get many singles. Most of our hits are home runs.

Like during the March 1959 area Pulse. We scored 214 firsts to our opponents' 2. There were 60 opponents, too!

Obviously, this is a pretty fast league. Our line-up of sluggers (Pat Lee, Grady Cole, Clyde McLean, Alan Newcomb and 22 others) always comes through to keep us on top.

Pitch in with the WBT team. Let our "murderer's row" of personalities, programming and power put your product in contention for the pennant in the nation's 24th largest radio market. Call CBS Radio Spot Sales for our box score.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—**Electronic Industries Assn.**, value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 7-9—**Canadian Section, Institute of Radio Engineers**, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 12-14 — **National Electronics Conference**, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—**Radio-Television News Directors Assn.**, 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

*Oct. 15-16—**Central Region** annual meeting, **American Assn. of Advertising Agencies**, Drake Hotel, Chicago.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies**, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—**Audit Bureau of Circulations**, annual meeting, Drake Hotel, Chicago.

Oct. 26-30—**National Assn. of Educational Broadcasters** convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers**, Shoreham Hotel, Washington.

Oct. 29-31—**New Jersey Broadcasters Assn.**, fall meeting, Nassau Inn, Princeton.

NOVEMBER

Nov. 2-4—**Broadcasters Promotion Assn.** convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, **Tv Guide.** Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

*Nov. 4-5—**Eastern Annual Conference, American Assn. of Advertising Agencies**, Biltmore Hotel, New York. Seven specialized workshops and management events are scheduled.

Nov. 8-9—Fall meeting, **Texas Assn. of Broadcasters**, Texas Hotel, Fort Worth.

Nov. 9-10—**Institute of Radio Engineers**, radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

*Nov. 18—**East Central Region** annual meeting, **American Assn. of Advertising Agencies**, Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18-20—**Television Bureau of Advertising**, annual meeting, Sheraton Hotel, Chicago.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

NEW PRODUCT? TEST IT IN THE LAND* OF

Profitunity

* The big, able-to-buy 26-county WFLA-TV sales area!

Not all the rockets in Florida are launched at Cape Canaveral. Many a product—new or otherwise—blasted off on WFLA-TV has rocketed into a high sales orbit in no time flat!

And it's not surprising when you consider that Florida's population is growing by 3,000 new residents each week from the other 49 states.

Add to that, Florida's 8 million annual visitors and you quickly see the profit opportunity—and the sales test opportunity—in this great cross-section of America.

Want more details on the Land of Profitunity? Write us, or call your BLAIR-TV man today.

Figures from Sales Management 1959 Survey of Buying Power.

NBC

CHANNEL

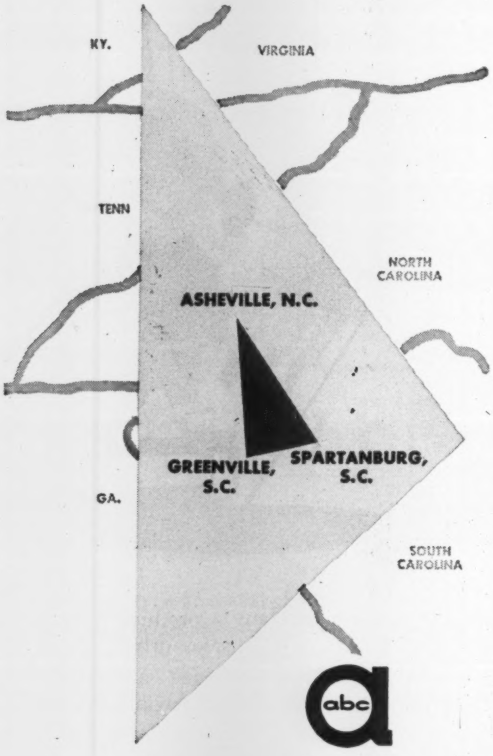
wfla-tv 8

TAMPA - ST. PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

WLOS-TV –
FIRST in the Carolina Triad!

All measurement surveys show that WLOS-TV is FIRST in the Carolina Triad in delivering the audience for your product or service at a low, low CPM. Get all the facts from your PGW Colonel.


KY.
VIRGINIA
TENN
NORTH CAROLINA
ASHEVILLE, N.C.
GREENVILLE, S.C.
SPARTANBURG, S.C.
GA.
SOUTH CAROLINA

WLOS-TV

towering new force in Southeastern TV

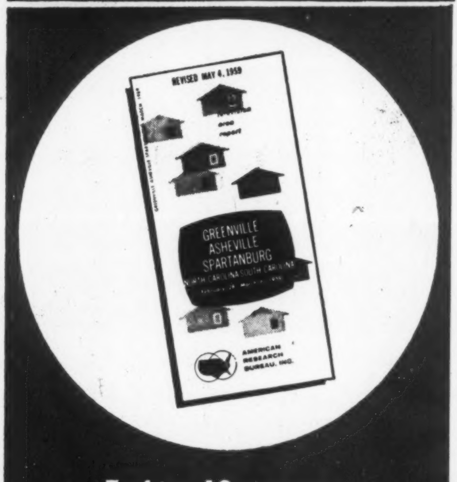
Unduplicated ABC in
Greenville • Asheville • Spartanburg

WLOS AM-FM

Represented by: Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers, Co.

Apr 1959
NIELSEN TELEVISION AUDIENCES
Greenville - Spartanburg - Asheville Area
Nielsen Station Index

In 1st Place 3 - 6 p.m. Every Day
Tied for 1st Place 6 - 9 p.m. Every Day


REVISED MAY 4, 1959
area report
GREENVILLE
ASHEVILLE
SPARTANBURG
NORTH CAROLINA SOUTH CAROLINA
AMERICAN RESEARCH BUREAU, INC.

7 of top 10 programs.
Highest-rated Movies in Entire Triad.

NCS
#3
UP-DATED

Largest TOTAL circulation.
Largest night-time weekly circulation
343,200 Homes!

MONDAY MEMO

from **EDWARD PRAGER,** *president of Edward Prager Advertising Agency, Baltimore*

Selling radio advertising to retailers

There isn't any magic phrase, or golden key, that will immediately unlock the big fat department store advertising budget, so that radio stations can walk in and help themselves to basketsful of this rich treasure.

The basic strength and usefulness of radio lies in the fact that it is different from any other medium. Radio is not television without video—and it certainly is not, and never will be, "your newspaper of the air." Radio is radio.

I have heard many reports of radio people trying to sell radio to retailers on the basis that "radio will do what your newspaper advertising does, only better and cheaper." This is the trap that radio salesmen—high and low, nationally and locally—fall into in the heat and frenzy of selling, when confronting the adamant retailer who spends 97% of his budget in print media. Radio simply cannot show to Mrs. Cadwalader the new low-cut evening dress with a fur border strategically placed just at the danger-line.

Radio Is Different • So let us affirm and adhere to this first fundamental: Radio is different. Therein lies radio's chief value to major retailers.

Fundamental No. 2 is this: do not try to sell radio to retail department stores and specialty stores by trotting out success stories of radio advertising by banks, beers, Midas Mufflers, Tetley Tea, detergents, doughnuts, dairies or drive-in movies.

Such a pitch is not only an affront to department stores and an insult to their intelligence—it is also an instant indication that you are not aware of the vast difference between department stores and service businesses, packaged products, bottled beverages, and Brigitte Bardot's latest picture—and that you don't really understand the retailers' problems.

Word of Caution • To attempt to sell radio to retailers by selling against newspapers *per se* is to attack an old, well-tested friend and lifelong benefactor. It is also an attack on the judgment, past and present, of the store management. Hence, fundamental No. 3: don't sell against print media (or any other medium)—sell for radio.

How do you sell for radio? With a coverage map? Rating reports? Mail-pull? Rate card? Program idea or saturation schedule?

No.

You think about what department stores need today.

You list the special attributes and advantages of radio.

You see if they fit together.

You'll find that they do.

Department stores and other major old-line retailers are themselves scarcely or dimly aware of what they need—and they try to give it a lot of thought.

The Big Change • A tremendous and radical change has taken place since World War II, not only in retailing generally but also in population movements to suburbs, in the growth of shopping centers, in transportation patterns, in new retail competition such as discount houses, and the mushroom growth of new chain operations, new trends in consumer spending, new public loyalties and the decline of tradition, new consumer habits in reading, listening, and viewing.

Edward Prager, b. Baltimore, attended Johns Hopkins U. Worked at Hecht Co. one year then joined Joseph Katz Co. where he eventually became manager of retail division and account executive on a number of national accounts (H. Daroff, Botany suits, Marlboro shirts, etc.) Founded own agency 17 years ago. About half of accounts are retail, including Hecht-May department store, Associated Barr's store (jewelry chain), and Robinson's, Glen Burnie, Md. National accounts include American National Building & Loan Assn. and Diamond Council of America. Places retail business in 20 states.

Your own Radio Advertising Bureau research has gone into virtually all these new conditions that now confront major retailers, and has prepared rather elaborate presentations—at the cost of quite a few dollars. But to the best of my knowledge, one of the most important conclusions has been largely or completely overlooked—or perhaps, avoided.

That conclusion—vital and inevitable—is simply this: The presentation of the merchandise item is no longer sufficient for effective total sales promotion of major retailers.

A chief function of retail advertising today is to "buy people"—to win their preference for the store as a whole (just as radio station promotion in recent years has been increasingly devoted to winning preference for total station programming).

Of course, merchandise item presentation will continue to carry the larger burden of store promotion—but this must be integrated with and supplemented by other appeals to the public.

Each retailer (large, medium, or small) needs to define, develop, and present to the public the store personality . . . by every suitable means and medium.

Old-line stores are often at a disadvantage when trying to compete solely on the basis of item-and-price. Actually, they have many other competitive advantages . . . such as prestige . . . charge and budget accounts . . . trained salespeople . . . wide selections . . . style leadership . . . delivery service . . . free gift wrapping . . . phone shopping service . . . repair departments . . . prime store locations . . . one-stop shopping . . . and customer satisfaction.

Telling the Whole Story • This is the total department store story that must be told—if major retailers are to hold and increase their share of consumer spending.

It is a total story that should be told with vivid personality, with life and charm, with widespread coverage and great frequency. It is a story that can be told by itself, or in conjunction with items or store events or seasonal shopping occasions. This is the story that will "buy people"—win preference for a particular retailer—build and retain the shopping habit.

What advertising medium could be better suited to this task than radio?

buy four

markets with

one purchase,

save enough

to buy a fifth

medium market

BIG! even for TEXAS!
CBS
TELEVISION

WEST TEXAS
TELEVISION NETWORK

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO

NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

BROADCASTING PUBLICATIONS INC.

PRESIDENT....................Sol Taishoff
VICE PRESIDENT....................Maury Long
VICE PRESIDENT...........Edwin H. James
SECRETARY....................H. H. Tash
TREASURER....................B. T. Taishoff
COMPTROLLER............Irving C. Miller
ASST. SEC.-TREAS.....Lawrence B. Taishoff

BROADCASTING*
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., **Washington 6, D.C.** Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER........Sol Taishoff
MANAGING EDITOR.........Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
SPECIAL PROJECTS EDITOR..David Glickman
ASSOCIATE EDITOR.........Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle; STAFF WRITERS: George Darlington, Lee Edwards, Myron Scholnick, Jim Thomas; EDITORIAL ASSISTANTS: Malcolm Oettinger, Rita Cournoyer, Patricia Funk; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS

V.P. & GENERAL MANAGER.....Maury Long
SALES MANAGER..Winfield Levi (New York)
SOUTHERN SALES MANAGER......Ed Sellers
PRODUCTION MANAGER......George L. Dant
TRAFFIC MANAGER...........Harry Stevens
CLASSIFIED ADVERTISING........Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael.
COMPTROLLER..............Irving C. Miller
ASSISTANT AUDITOR.........Eunice Weston
SECRETARY TO GEN. MGR.....Eleanor Schadi

CIRCULATION & READERS' SERVICE

MANAGER................John P. Cosgrove
SUBSCRIPTION MANAGER...Frank N. Gentile
CIRCULATION ASSISTANTS: Charles Browne, Gerry Cleary, David Cusick, Christine Harageones, Charles Harpold, Marilyn Peizer.

BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8355.

Editorial

SENIOR EDITOR..............Rufus Crater
BUREAU NEWS MANAGER....Donald V. West
ASSOCIATE EDITOR.........David W. Berlyn
N. Y. FEATURES EDITOR...Rocco Famighetti
STAFF WRITERS: Richard Erickson, Mary Hurley, Janet Lantz, Benjamin Seff.

Business

SALES MANAGER..........Winfield R. Levi
SALES SERVICE MGR....Eleanor R. Manning
EASTERN SALES MANAGER..Kenneth Cowan
ADVERTISING ASSISTANT....Donna Trolinger

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR.........John Osbon
MIDWEST SALES MGR...Warren W. Middleton
ASSISTANT...................Barbara Kolar

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR...........Bruce Robertson
WESTERN SALES MANAGER......Bill Merritt
ASSISTANT..................Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office
Copyright 1959 by Broadcasting Publications Inc.

OPEN MIKE

New England comeback

EDITOR:

. . . very much impressed with your New England report appearing in the June 22 issue. We would appreciate permission to use some of the facts and figures mentioned, attributing same to BROADCASTING . . . We might add that of the many trade publications this agency receives, we consider BROADCASTING to be the best example of how a trade publication should completely cover its field, yet be written in an interesting manner.

Peter Bochan
Peter Bochan Adv. Agency
Waterbury, Conn.

[EDITOR'S NOTE: Permission to quote with credit is granted.]

EDITOR:

. . . It made interesting reading.

Sherman Adams
Pollard Road
Lincoln, N.H.

EDITOR:

. . . a very penetrating and accurate summary of the economy of our state . . .

Don Parry
State of Connecticut
Development Commission
Hartford

EDITOR:

Congratulations on a splendid assay at exploding that sorry spoor of spooks which invoked a chimera implying an effete New England. Certainly, those elements of New England's "change-over pains" should never have prompted the all too many quasi-visionaries who assigned this rich area to limbo via obituary.

In my opinion, with reference to New England, you ain't seen nothin' yet . . .

Dr. Norman Young
Director of Research
Mogul Lewin Williams
& Saylor
New York

EDITOR:

It is very heartwarming to see a piece which conveys so well the vitality and resources of the area.

Daniel W. Kops
President, WAVZ New Haven,
Conn., and WTRY Troy, N.Y.

EDITOR:

. . . You completely by-passed the North Country and the city of Berlin which is an industrial and shopping area for some 40,000 to 50,000 people and the city in which New Hamp-

KRON is TV in SF

KRON TV
BUEL

San Franciscans are sold on KRON-TV

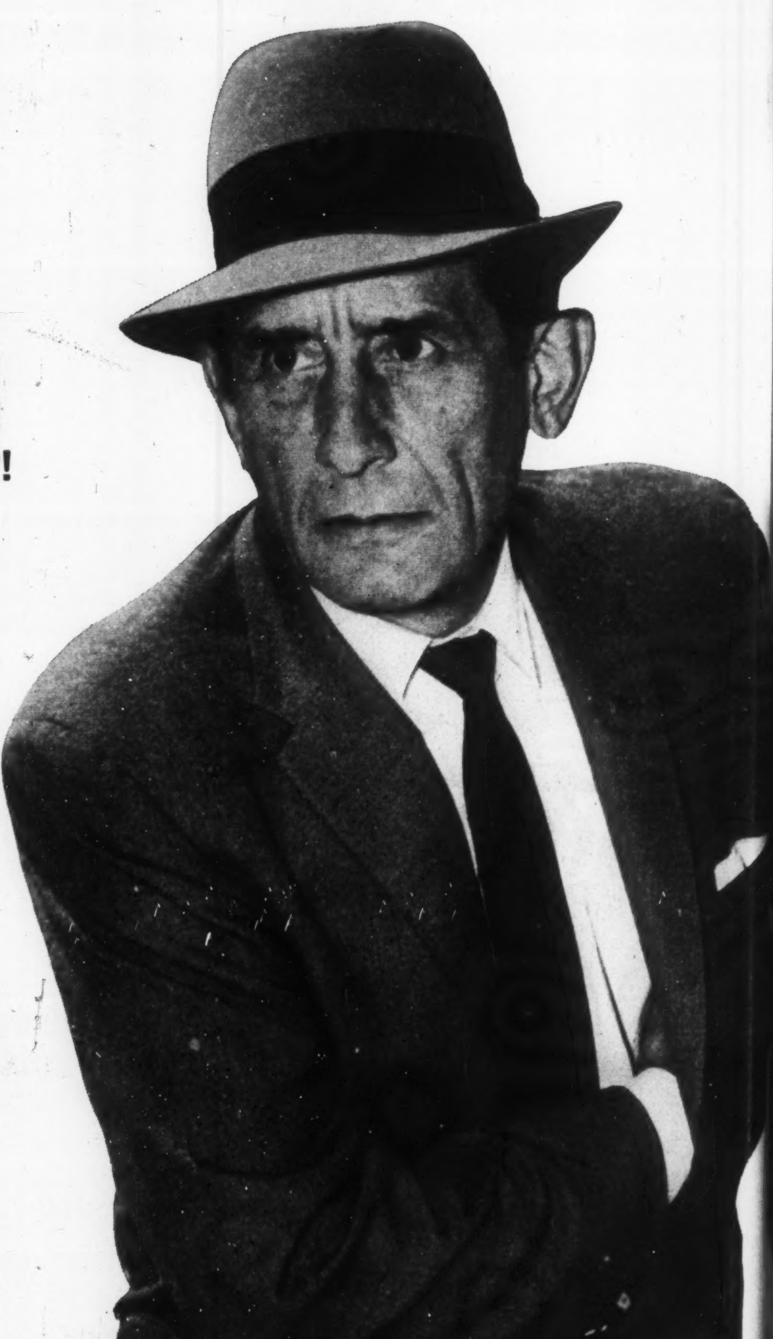
One Minutes Available
GOLDEN GATE PLAYHOUSE
Mon.-Fri. 3-5:15 PM
Easy to Buy
All Plans Apply

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

"MAN

ST

W



39 THRILLING FIRST-RUN FILMED HALF-HOURS BASED ON SAN DIEGO POLICE DEPARTMENT FILES!... FOR LOCAL AND REGIONAL SPONSORSHIP!

REALLY DIFFERENT!

It's the unusual story of a tough, resolute police officer . . . the eager, ambitious rookies he trains . . . and his friend, a resourceful, conscientious police-reporter.

. . . And the story of a melting-pot city—San Diego . . . and its people—the fishermen, the sailors, the barkeeps, the bankers—fully-drawn characters in intriguing situations.

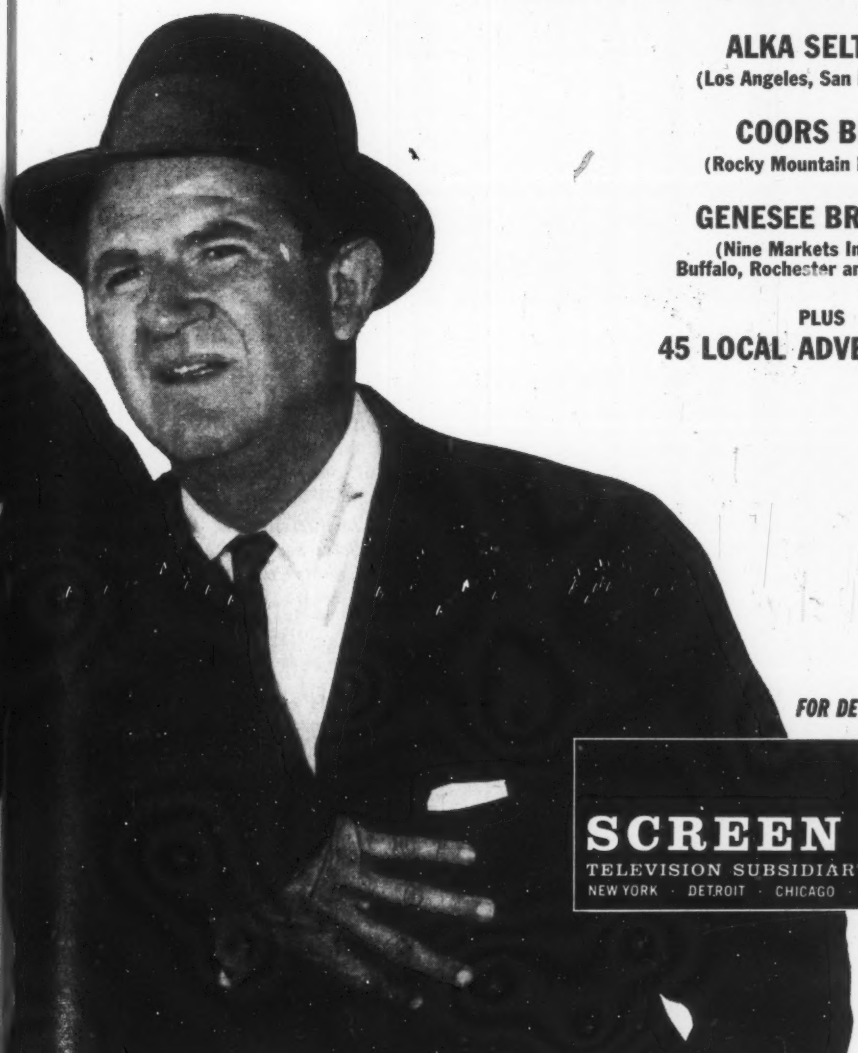
-HUNT"

STARRING

VICTOR JORY

CO-STARRING

PATRICK McVEY



NEW! ALREADY SOLD TO:

ALKA SELTZER
(Los Angeles, San Francisco)

COORS BEER
(Rocky Mountain Regional)

GENESEE BREWING
(Nine Markets Including
Buffalo, Rochester and Syracuse)

PLUS
45 LOCAL ADVERTISERS

FOR DETAILS CONTACT

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO

NOW—NATIONAL SALES REPRESENTATIVES FOR KCRG-TV CHANNEL 9

ABC in Iowa's number one TV market

THE BRANHAM COMPANY

HARRY S. HYETT CO., MINNEAPOLIS

KCRG-TV, Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. And now your Branham Company and Hyett Company representatives will tell you why.

MOST UNDUPLICATED NETWORK COVERAGE IN EASTERN IOWA

KCRG-TV Channel 9

Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

shire's largest industry is located (Brown Co.) . . . The North Country boasts of several of the important manufacturing concerns along with a speculation industrial plant in Whitefield . . . Your article, by eliminating this area, will do tremendous harm in our quest for more industry.

You might also be slightly chastised for not mentioning this area as it is the heart and soul of the spectacular scenery that you referred to in your article . . . The intention of this letter is to let you know that like New Bedford, Fall River, Lowell and Lawrence, Berlin and the entire North Country are sore. To quote from your magazine with a slight change, "A lesson was taught, a simple lesson: don't go around ignoring our part of New England."

Richard P. McKee
President, McKee Broadcasting Co.
Director of Berlin Chamber of Commerce
Past Director, Whitefield Chamber of Commerce

EDITOR:

WWRJ, the newest voice on the New Hampshire-Vermont scene thinks your excellent New England article . . . should be distributed as widely as possible in this area. With this in mind please send us 100 copies and bill us.

Philip C. Smith
Station Manager
WWRJ White River Junction, Vt.

EDITOR:

. . . congratulations to you on an especially fine article . . . I would like to obtain about 25 reprints so that each of our executives can use them as a very effective selling tool.

Jacquelyn Low, Mgr.
Sales Service Dept.
Cabot, Cabot & Forbes Co.
Boston

[EDITOR'S NOTE: Reprints of "What's Really Happening in New England" are available at 20 cents each.]

Radio dials confusing

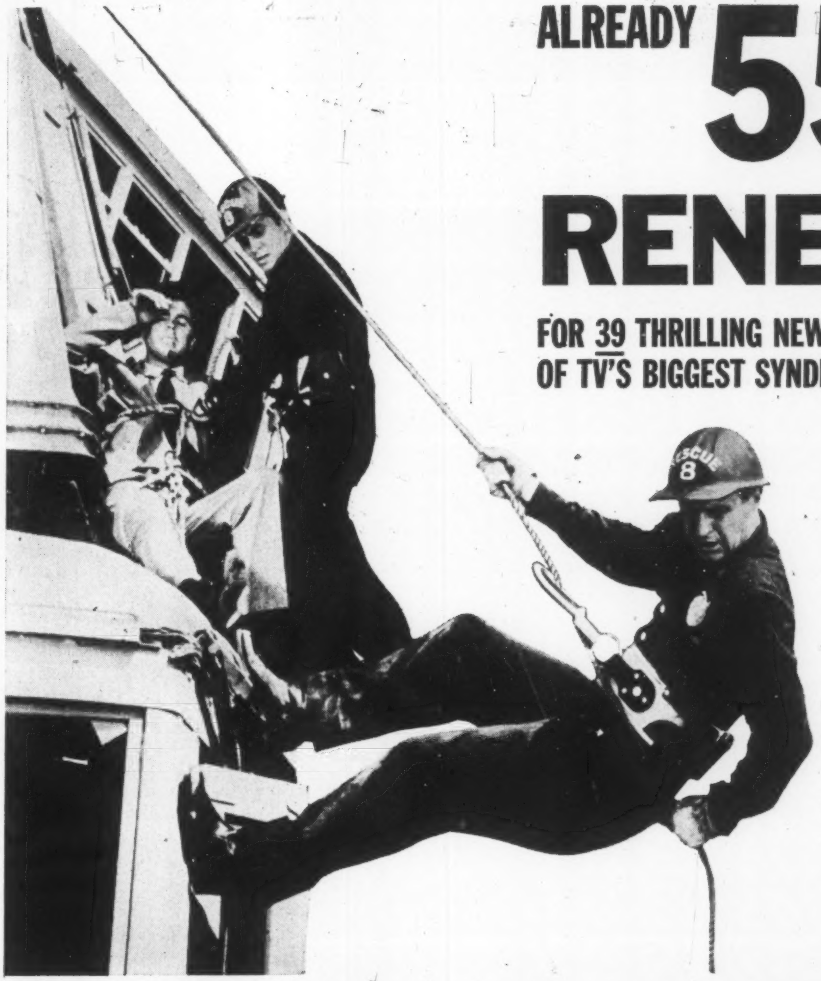
EDITOR:

With the great amount of money and effort that is being spent on radio station promotions, let's take a critical look at the radio set itself. It seems that the radio-set manufacturers in their happy pursuit of styling have completely neglected to mark the radio dial in a clear and legible manner. This could nullify a large portion of good station promotion.

In one major market two radio stations have been vying for top position with all the fanfare and advertising help

ALREADY 55 RENEWALS

FOR 39 THRILLING NEW HALF-HOURS OF ONE OF TV'S BIGGEST SYNDICATION SUCCESSES!



Jim Davis as Wes Cameron and Lang Jeffries as Skip Johnson star in this suspenseful series.

RESCUE 8

SENSATIONAL RATINGS IN CITY AFTER CITY, WEEK AFTER WEEK FOR THIS ACTION-PACKED, DRAMATIC, HUMAN-INTEREST SERIES!

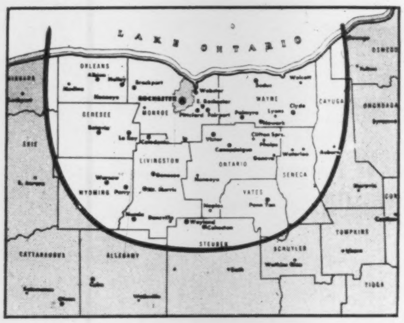
RENEWALS INCLUDE:

ALKA SELTZER (Multi-Market Regional)
UTICA CLUB BEER (Multi-Market Regional)
WTOP-TV, WASHINGTON
KRCA, LOS ANGELES
WGN-TV, CHICAGO
KRON-TV, SAN FRANCISCO
WTVJ, MIAMI
KING-TV, SEATTLE
KLZ-TV, DENVER
WGR-TV, BUFFALO
WRVA, RICHMOND
WSYR-TV, SYRACUSE
KFSD-TV, SAN DIEGO
WRGB, SCHENECTADY
KFJZ-TV, FT. WORTH
WBTV, CHARLOTTE
KOAT-TV, ALBUQUERQUE

For details about these exciting 78 half-hours, contact

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP

Rochester, N. Y.
A RICH Marketing Area

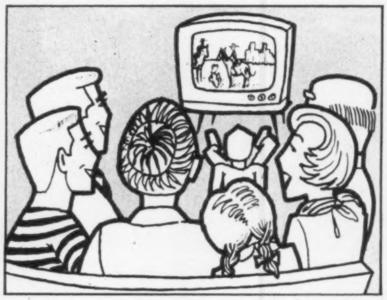


Here in the beautiful Finger Lakes District of Western New York, a stable, prosperous and diversified group of nearly **one million** viewers is served by **CHANNEL 10**. These are folks with money in their pockets, and money in the bank, people accustomed to high standards of living, people who want to own, and are able to buy, the things that make for good, comfortable, modern living.

Where Most Viewers (52.3%)
prefer CHANNEL 10

According to the latest ARB Survey of the Metropolitan Rochester Area—four weeks, Jan. 19 to Feb. 15, 1959—most Rochester viewers prefer **CHANNEL 10. 52.3%,** sign-on to sign off! **54.7%,** 6:00 P.M. to Midnight!

Moreover, **CHANNEL 10** carries **12 of the top 15 shows** that are favorites among Rochesterians!—This, incidentally, is a situation long accustomed to by Channel 10!



Whether your product is for children, teen-agers, or adults, the best way to their eyes, ears hearts, appetites and pocketbooks is via . . .

CHANNEL 10
WHEC-TV and WVET-TV
ROCHESTER, NEW YORK

Basic CBS
National Representatives
WVET-TV—BOLLING CO., INC.
WHEC-TV—EVERETT McKINNEY, INC.

that they could muster. Unfortunately, these two radio stations are only 50 kc apart. The average radio dial is not calibrated accurately enough to let the listener readily distinguish between the two stations. As a result promotion money is wasted.

The listener who is anxious and primed to want the kind of radio sound that he has heard about, can't find the station on the dial; or even worse, the dial is turned to the wrong station . . . . . . We need a campaign to get the manufacturers in tune with station owners' problems.

Paul C. Holter
Avery-Knodel Inc.
San Francisco

Plea for all-uhf

EDITOR:

As a senior at Princeton U. I devoted a large part of the past school year to the preparation of a thesis concerning uhf television . . . with a relatively static number of tv stations and a dynamic increase in tv advertisers, it is only natural that this increased advertising must find its deliverance in triple-spotting, shaving network time and the like.

. . . The FCC's hands are tied, in my opinion, in regard to an all-uhf system or an increase in vhf outlets through spectrum swaps or closer station spacing. And it is unlikely that triple-spotting can be cured by agency pronouncements or NAB sanctions.

It is apparent, it seems to me, that the technical inadequacies of uhf were caused, in part, by a television manufacturing industry which did not have the guts or fore-sightedness to invest heavily in uhf research and development, even at the desperate behest of the FCC in 1956. A uhf system working at full potential is the only solution to the whole allocations muddle, of which over-commercialization is only a symptom. If there is any way to force a dullard industry to undertake favorable policies toward uhf which, in the long run, will be their only salvation, then it should be applied immediately.

R.S. Palmer, 62-1879 Hall
Princeton, N.J.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

tely,
0 kc
not
t the
n the
ption

and
ound
l the
, the
. . .
t the
ation

l de-
chool
thesis
ith a
ations
dver-
s in-
s de-
g net-

d, in
ll-uhf
utlets
r sta-
that
gency
s.
, that
were
nanu-
have
invest
velop-
est of
work-
lution
e, of
only
ay to
ertake
which,
y sal-
d im-

NG
iption
iption
$1.00
stage.
ar is-
$4.00

RESS
rcula-
shing-
both

5, 1959

SILK SEPARATES BY B. H. WRAGGE

Poised, confident, aware of the very best in contemporary living; an individual of heightened sensitivity and great effectiveness, so re-assuring to be with . . . a "metropolitan" personality.

METROPOLITAN
BROADCASTING
CORPORATION
205 East 67 Street, New York 21, N. Y.

WNEW TV
WNEW AM•FM
New York City

WTTG TV
Washington, D.C.

WHK AM•FM
Cleveland

Hear
the
latest?

About
SESAC
RECORDINGS?

*

America's most unique music service . . . bright, new material and top flight arrangements by the finest talent available from every major record label. SESAC's New Sounds are now being released on twelve-inch, long-playing microgroove records . . . especially produced and handsomely packaged . . . "designed for repeated listening."

Sure . . .
and it's great!

"I like the new recording set-up and the albums are terrific."
WAMW, Washington, Ind.

"Have always been favorites in this area and this release will be appreciated."
WFLW, Monticello, Ky.

"Very Very Good . . . Send more like it . . ."
WHJC, Matewan, W. Va.

"Outstanding! Send us more!"
WRGS, Rogersville, Tenn.

"Excellent change from the extended play numbers — good."
KTOY, Tacoma, Wash.

"Words cannot express our satisfaction with the new SESAC album style long playing microgroove recordings."
WMCH, Hamilton, Ohio

"Interesting and very well recorded. The new SESAC LP is a step in the right direction."
KOKH-FM, Okla. City, Okla.

"Very pleasant, and we will be using this one frequently."
WATT, Cadillac, Mich.

"Good! Particularly on your new records."
CKEK, Cranbrook, B. C.

"Wonderful dance tempo, in short, musical entertainment for young and old. Let's have more of this type."
CFPA, Port Arthur, Ont.

"Excellent program recording! This size record should prove to be much more popular."
WLCK, Scottsville, Ky.

"'It's a Rose Colored World' that gives you 'Pretty Thoughts' with a 'Delightful Interlude' played by the Lloyd London Trio. 'It's Too Good To Be True.'"
KORA, Bryan, Tex.

"Exceptional."
WISV, Viroqua, Wis.

For full information write, Jim Myers at—

SESAC INC. 10 Columbus Circle New York 19, N. Y.

* Trade Mark

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

July 6, 1959
Vol. 57 No. 1

NEW CAPTAIN ON A LISTING BRIDGE

Hurleigh assumes temporary 'ownership' of Mutual as network files bankruptcy, finds two new angels who'll go for salvage if creditors will compromise

The Mutual radio network slipped deeper into trouble last week, in circumstances suggesting—again—that it may have to fold.

A voluntary petition for reorganization under the bankruptcy laws was filed, and with $100,000 or more in new, borrowed money, veteran MBS executive Bob Hurleigh, who became interim owner as well as president earlier in the week, hoped to keep the network on the air and work out a deal with its creditors.

The $100,000 came from Real Properties Inc., Tampa, headed by Albert Gregory McCarthy and Chester H. Ferguson, reportedly with an understanding that additional funds would be made available if necessary until a formula for paying off creditors is devised.

A meeting of the 10 biggest creditors was set for July 13 before the bankruptcy referee. If a satisfactory deal is made, Real Properties would then take ownership.

A further and seemingly serious complication facing Mutual was the prospect that the five RKO Teleradio stations, including WOR New York, would disaffiliate. But MBS contends it has replacements lined up in all five markets (CLOSED CIRCUIT, June 22). WTTM Trenton, announcing last week it had signed with Mutual, implied it would replace WOR in the network lineup. But MBS officials, while gladly confirming WTTM's signing, denied it would be the WOR replacement. It has been suggested that WINS New York would be the most likely replacement.

Cliff Hanger • To many observers, who already had seen Mutual change hands three times in two years, the overall outlook last week appeared far from rosy. But they also noted that Mutual has tottered on the brink before without falling over.

The consensus was that even if MBS should go under, the outlook for radio networking as a whole would not be seriously affected.

To a man, leaders of the three other national radio networks expressed dismay that one of the historic foursome might be nearing the end of the line. But they pointed out that Mutual has faced uncertainty repeatedly in the last two years, and for the most part took the position that "it might be better to have them out of the picture" than to have the uncertainties continue indefinitely. Mutual's problems in recent times, they explained, have tended to

THE THREE-MAN MUTUAL SALVAGE TEAM

The latest chapter in Mutual's sink-or-swim saga stars three main characters—Robert F. Hurleigh, veteran MBS executive-broadcaster; Chester H. Ferguson, prominent Tampa attorney-businessman, and Albert Gregory McCarthy Jr., Tampa real estate operator.

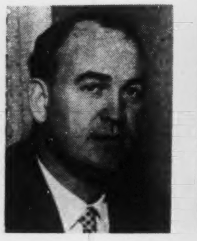
Mr. Hurleigh, a 30-year veteran broadcaster-newspaperman, appeared to enjoy the give-and-take of a searching news conference Wednesday (July 1) but MBS' new board chairman Ferguson and "financial angel" McCarthy were conspicuously absent. Mutual executives said that the new backers are "businessmen who don't like publicity."

Robert Hurleigh began a newspaper career in the late 1920's with the *Washington Times Herald*. He entered broadcasting with WOL Washington in 1933 and later worked for WFBR Baltimore and WGN Chicago before joining Mutual in 1944. He was a commentator-news announcer for the network in Chicago and Washington until Mutual's exigencies forced him into the role of sales negotiator earlier this year. He was elected vice president in charge of Washington operations in 1957 and named vice chairman of the MBS board last March. He makes his home in Bethesda, Md., but Mutual's plight will keep him in New York for at least five days a week for the immediate future.

Albert McCarthy is described by friends as "a shy, retiring person who does not like to have his picture taken." But shyness has not interfered with Mr. McCarthy's far flung real estate operations. He is said to have substantial realty holdings in Tampa; is the landlord of fashionable Schotts Court in Washington (tucked behind the Capitol and tenanted by several senators and congressmen); is building large-scale hotels in Seattle, Anchorage and Shannon, Eire. Friends say he is an amiable person who occasionally cuts loose: In 1952, he picked up the tab for a costly wingding at Washington's Mayflower Hotel two days before President Eisenhower's inauguration in honor of talent that was to participate in the inaugural festivities. He is said to be in his middle 50's and has a son, Albert Gregory McCarthy III, a New York lawyer, who becomes secretary-treasurer of MBS.

Chester Ferguson is partner in a top-drawer law firm in Tampa—MacFarlane, Ferguson, Allison & Kelly. He is married to the former Louise Lykes of the world-wide Lykes Bros. Steamship Co., and is on the board of directors of Lykes and Pasco Packing Co. He has two children, Stella, 19, and Howell, 15. Mr. Ferguson has been a practicing attorney in Tampa since 1930.

IN TWO YEARS SIX BOSSES FOR MBS


Mr. O'Neil

Mr. Hammer

Mr. Guterma

Mr. Roach

Mr. Smith

Mr. Hurleigh

MBS led an orderly corporate life for some 23 years from its formation in 1934 as a four-station hookup of wide-coverage independent outlets that exchanged programs (WOR New York, WLW Cincinnati, WGN Chicago, WXYZ Detroit).

By 1941 the network had nine stockholding stations and networks. CKLW Detroit-Windsor had replaced WXYZ. WLW had dropped out. Added to the list were WFBR Baltimore, WIP Philadelphia, WCAE Pittsburgh; Don Lee, Yankee and Colonial networks.

General Tire & Rubber Co., headed by the O'Neil interests, entered the scene in 1943 when it bought Yankee and Colonial networks, acquiring a minority interest in MBS. In 1950 General Tire bought Don Lee and became 38% owner of MBS. It soon bought WOR and at that point (1951) had 58% MBS control. Thomas F. O'Neil became president. The corporate name was changed to General Teleradio, which acquired all MBS stock, and later to RKO Teleradio when RKO Radio Pictures was bought.

RKO Radio Pictures pulled out Aug. 7, 1957, keeping its owned radio-tv stations and selling the network itself to a group headed by Armand Hammer, oilman and art dealer.

F.L. Jacobs Co., auto parts manufacturer, bought the network in September 1958, starting a brief regime punctuated by legal maneuverings and criminal allegations. Alexander L. Guterma, Jacobs board chairman, succeeded Mr. Hammer as MBS president. When he resigned during a flurry of warrants and rumors, Hal Roach Jr., head of Hal Roach Studios (Jacobs subsidiary), served for a time as president.

In this mixed-up setting Malcolm Smith, head of Harrison Home Products Co., came to the rescue. He assumed the presidency March 31, offering to take on the MBS debts which were passing the $2 million mark.

Last Wednesday (July 1) Robert F. Hurleigh, MBS vice chairman under Mr. Smith, became network president as reorganization proceedings got under way. Through the recent trying years Mr. Hurleigh has been the chief finder of new capital. When fiscal troubles loomed, he turned up at the last minute with a moneyed savior willing to put capital into the network or to assume liability for its debts.

make advertisers wary of all network radio.

Here are other highlights of the week's developments:

- The filing of a voluntary petition of bankruptcy by the network, which received permission to remain in business while a settlement is worked out with creditors, who are owed more than $3 million.
- The purchase of the stock of Mutual for a "modest sum" by Mr. Hurleigh, who becomes Mutual's new president in reorganization of the company's management.
- The revelation that the network's principal creditor is H.B. Tuskin, described as an associate of Messrs. McCarthy and Ferguson.

Until last Tuesday (June 30) at 5 p.m., the Sen. Homer Capehart-Theodore Granik combination held an option to purchase the network (Broadcasting, June 29). When the deadline passed, Mr. Hurleigh swung into action on an alternative proposal which apparently had been presented to him several weeks ago by Messrs. McCarthy and Ferguson. It is believed that the voluntary petition of bankruptcy and the subsequent "composition of creditors" (that is, what percentage of the debt owed would be paid to each creditor) were conditions laid down by the McCarthy-Ferguson combination as prerequisites to a formal purchase agreement.

Sketchy Fill-In • At a hastily-called news conference on Wednesday afternoon (July 1), Mr. Hurleigh sketched in the latest developments at the network but was vague about legal implications and ramifications of the various maneuvers. He contended that for the present he was "the owner" of Mutual but would not repudiate newsmen's opinions that the McCarthy-Ferguson duo would assume ownership of the network, if the formula for paying off creditors is determined.

Mr. Hurleigh said that Real Properties Inc., has indicated that funds beyond the $100,000 would be lent to Mutual to maintain operations. He added that Messrs. McCarthy and Ferguson had not specified "any cut-off" in the amount to be lent to Mutual.

The voluntary petition for bankruptcy was filed in U.S. District Court in New York under Section 11 of the Bankruptcy Act Wednesday morning. Mutual was granted permission to continue operations during this proceeding and U.S. Bankruptcy Referee Asa Herzog scheduled a meeting for July 13 with the network's 10 principal creditors.

The accompanying affidavit by Mr. Hurleigh placed Mutual's assets at $579,607 against liabilities of $3,195,607. The largest creditors listed were H. B. Tuskin ($1,389,403), AT&T ($508,000), 12 major league baseball teams ($256,000), RKO Teleradio Pictures Inc. ($128,000), various Mutual affiliates ($141,000), American Society of Composers, Authors and Publishers ($24,000), the American Federation of Television & Radio Artists ($17,500) and Broadcast Music Inc. ($13,000).

Mr. Tuskin, the principal creditor, is reportedly a Seattle businessman who has been associated with Messrs. McCarthy and Ferguson in various real estate operations. Recently he paid off notes for Mutual in the amount shown on the bankruptcy petition.

The $128,000 owed RKO Teleradio by Mutual is the balance due on the 1957 sale to Armand Hammer.

Benjamin Weintraub, attorney for Mutual in the bankruptcy proceeding, estimated there are about 750 creditors in all, "some of whom have very small claims." He explained during the news conference that the effect of the vol-

The Human Factor

Ann Mar

"The Woman's Angle"

1-1:30 p.m. Monday Thru Friday

We deal so much with huge numbers in the advertising industry that we sometimes fail to evaluate advertising in terms of the Human Factor.

"The Woman's Angle" has been SRO for over six months—an indication that many advertisers recognize this element.

Ann Mar, your "salesman" on Woman's Angle" calls on 36,900 homes per broadcast—130,600 different homes per month. (Cumulative Nielsen April-May). These are homemakers, interested in food and fashion. But more important is the fact that Ann is welcome in these homes.

She enters a friendly, warm and receptive background. Even if your sales force could make so many calls in the Baltimore area, and receive such a welcome—you couldn't afford it.

But you can take advantage of the Human Factor, for as little as $54.00 per telecast. Ask your Katz or local representative.

WMAR - TV, channel 2

1049 FEET ABOVE SEA LEVEL (Aug.'59)
BALTIMORE-3, MARYLAND
MU. 5-5670

SUNPAPERS
TELEVISION

CBS

untary petition for bankruptcy is to freeze the claims against the network, so that legal action against MBS may not be instituted at this time.

Not Enough Business • In the affidavit, Mr. Hurleigh stated that the volume of business was "too low" for its present cost of operations.

He said that the company was negotiating a number of "substantial contracts" which will "add greatly to income." The affidavit placed net sales from advertising at slightly more than $3 million and asserted that a more vigorous sales program could produce a higher income at the same fixed overhead, enabling Mutual to work out a payment plan with its creditors.

Mr. Hurleigh revealed that Mutual is now losing about $55,000 per month, which he described as "a bright picture" as compared with the loss of $110,000 per month in the first three months of this year. He declined to disclose any information on Mutual's billing, "for competitive reasons." He said there are "firm contracts in the shop" that will bring MBS about $1.5 million through the end of 1959, but he acknowledged that this billing would not place the network in the black for the last six months of the year.

It is estimated that at the July 13 meeting with major creditors, MBS will offer a payment plan. Though neither Mr. Hurleigh nor Mr. Weintraub would discuss this angle, it seemed obvious that the lowest possible percentage figure will be offered. A payment plan, however, must be approved by 51% of the creditors, measured both in number and in amount owed to them. Before approval is granted, the referee must determine that the petitioner can meet current operating expenses and obligations under the payment plan to creditors.

Two Trying Years • Mutual has had a tumultuous background in the two years since RKO Teleradio Pictures, Inc. sold the network to a syndicate headed by Dr. Armand Hammer. In turn, the Hammer interest sold MBS to the Scranton Corp., headed by Alexander L. Guterma, now awaiting trial on charges of stock fraud. Last March a group headed by Malcolm Smith and Richard H. Davimos bought Mutual from the Scranton Corp. (BROADCASTING, March 30).

Mr. Smith issued a statement last week in which he pointed to Mutual's growing station list and increased interest by advertisers. Then he added:

"However, in spite of all these positive improvements, the past debts of the network, incurred during the past three years, are such that it has become apparent to me and my associates that we can no longer continue to pay off these debts. Accordingly, I sold all my stock in Mutual to Mr. Hurleigh."

MBS called a special board meeting following the sale of Mutual stock to Mr. Hurleigh. At that meeting Mr. Hurleigh was elected president; Mr. Ferguson, Board chairman; Albert Gregory McCarthy III, a son of the elder Mr. McCarthy, was elected secretary-treasurer; Joseph V. Keating and James Z. Gladstone, both veteran Mutual executives, were chosen assistant secretary and assistant treasurer-comptroller respectively. Sidney P. Allen and Charles Godwin were elected vice presidents of sales and station relations respectively.

In the various sales affecting Mutual, the financial details were enshrouded in ambiguities. Reports have persisted that no cash actually figured in the transactions. Mr. Hurleigh unreeled one wry comment during the news conference:

"At least we know that $100,000 was laid on the line in this deal. It's deposited in the Chase Manhattan Bank downstairs."

BROADCAST ADVERTISING

SUMMER RADIO SPOT HOTTER

Gillette is reaching for teenage males in big push; Knickerbocker beer spends

Spot radio's economy, impact and flexibility were credited by two major advertisers last week as among the chief reasons the medium has been chosen to receive extra big hunks of the respective firms' advertising budgets during the summer months.

Gillette Safety Razor Co., Boston, is making a big push for the teen-age male audience via radio disc jockeys. Gillette considers this new market "ripe" for its message and long overlooked.

Knickerbocker beer, thanks to Radio Advertising Bureau persuasion, is diverting $100,000 from its tv schedule and plumping it into spots on New York radio stations to suggest listeners beat the heat with an obviously welcome cold bottle of old 'Knick'.

Meanwhile, American Petrofina, Dallas, relates how effectively spot radio this spring pushed its new gasoline into a high preference position in some 85 markets in the Southwest and Midwest (story page 36).

In its first substantial spot radio effort, Gillette hopes to have more than 110 stations throughout the country on its list by late August to bring its messages to a new audience: the teenagers who will be shaving in a few years and those who started to shave recently. Estimated expenditure: at least $1 million for the first year.

Ed Wilhelm, director of radio-television for Maxon Inc. in New York, reported last week that research conducted for Gillette over the past four years indicated that the 14 to 20-year-old market was ripe for exploitation. Last April Gillette began its expansion move into spot radio, he said, and as of now, the teenage campaign is running in about 60 markets on disc jockey programs, with plans for more stations to be added this summer. Contracts are on a 52-week basis or longer.

Maxon engages a research team in each locality to select the programs to carry the one-minute announcements. The station and show chosen largely reflect the personal popularity of the deejay among teenage followers but his salesmanship also is a factor. The announcer-disc jockey is instructed to hold the Gillette razor blades in his hand as he delivers the commercial, operating on the premise that he thereby can generate sincerity and believeability.

In the past, Gillette has concentrated on the coverage of sports events—World Series, Rose Bowl, the Triple Crown (in racing)—on both network radio and television. Executives of Gillette and Maxon, resassured by their research, came to the conclusion that the network exposure reached the advertiser's immediate prospect, the adult male. But they reasoned that the growing teenage audience that matures into manhood each year is a vast one and the teen years are important to build up brand-consciousness.

Why spot radio for the youth campaign? Executives of Gillette and Maxon frankly acknowledge that spot radio, first and foremost, "is the most economical buy" for their investment, and secondly, it provides the marketing flexibility that such a selective advertising effort requires.

In a realignment of media emphasis,

FIRE
THE
BIG GUN

...ON A BILLION-DOLLAR TARGET!

WSPD Radio's across-the-board leadership in the billion-dollar Toledo market continues to give advertisers more sales ammunition for their dollar. All-time high ratings are the result of WSPD's forward march in its 38-year domination of Toledo, attained by consistently aggressive programming and promotion.

To bulls-eye Toledo's billion dollars, depend on the one station to score—and keep scoring! Ask your KATZ man for details.

"Famous on the local scene"

WSPD

SPeeDY

NBC RADIO in TOLEDO

Storer Radio

STORER BROADCASTING COMPANY

WSPD	WJW	WJBK	WGBS	WAGA	WWVA	WIBG
Toledo	Cleveland	Detroit	Miami	Atlanta	Wheeling	Philadelphia

Knickerbocker beer is waging a $100,000 summer radio spot campaign in New York, using 85 announcements a week on a total of six radio stations. Details are being announced today (July 6) by Radio Advertising Bureau, which was credited with a big hand in swinging money from Knickerbocker's television budget into the new summer campaign, expected to run at least through September.

RAB said Jacob Ruppert Brewery, marketer of Knickerbocker beer, cut the brand's New York tv expenditures by some 60% in adding radio to the summer schedule. The bureau said the decision came after several meetings held by RAB Group Sales Manager Irv Trachtenberg with executives of the Ruppert firm and Compton Adv., Knickerbocker agency. RAB quoted a letter from Maurice Atkinson, Ruppert advertising manager. In part it read:

". . . Of course, we're continuing extensive tv activity, but we feel that summer radio gives us an added dimension. And from a creative standpoint we can do more with a one-minute radio announcement than we can with a 10-second tv spot, which we are using exclusively. Also, we feel that we're reaching people with radio that we couldn't hit with tv—people in autos and the portable radio listeners, for example. And this radio penetration reaches its peak during the summer months—our most important selling period."

RAB sees profits in on-job, truck areas

Two new fields of out-of-home radio listening—on the job in factories and stores as well as among truck drivers—have been found lucrative by Radio Advertising Bureau in research studies.

RAB said a survey employing a sample drawn by the research department of Dun & Bradstreet showed that almost eight out of ten retail and manufacturing establishments had one or more radio sets on the premises. In addition, RAB said, 63% of the companies surveyed reported that employes brought portables to work with them.

The exact amount of time spent listening to radio in these plants and stores—that is, the number which not only had sets on the premises but also had them turned on—was not disclosed by RAB, but spokesmen said the study showed that the average employe did "a substantial amount" of on-the-job listening.

RAB President Kevin B. Sweeney said the on-the-job survey would be followed by similar studies, including an investigation of the exposure of shoppers in radio-equipped stores and service businesses, and the effect of rising sales of transistor sets which employes can carry in their pockets.

Truck Driver Market • The importance of truck drivers as a part of the overall out-of-home radio audience was examined in another study.

The two-color RAB brochure "Listeners by the Truckload" points out that nearly 30% of surveyed trucks are equipped with a working-order radio set, more than six out of 10 drivers listen to truck radio more than two hours daily, and one-third of radio trucks carry two or three men, "which means double and triple exposure each minute a set is tuned in." Truck drivers particularly comprise an important audience for advertisers of trucks, gasoline, oil and allied equipment, the study states.

Frozen Foods • In a third research project reported last week, RAB took a look at the radio exposure pattern among buyers of frozen foods. Among the findings, the report said, were these: (1) more than six out of ten actual purchasers of frozen foods are reached by radio on the day they buy, and (2) most of these buyers hear radio during time periods outside radio's so-called prime times.

President Sweeney said this study was the first in a series of "On-Target Advertising" research projects which will deal with a number of product categories in markets throughout the U.S. In addition, RAB has offered "On-Target Advertising" research cooperation to advertisers—several of whom already have accepted, the bureau said—in connection with radio test campaigns. The data is gathered by Fact Finders Assoc., New York, in personal interviews in supermarkets.

Adam Young prepares study on spot radio

Adam Young Inc., New York, is sending to more than 2,000 advertising agency and station personnel in the U.S. and abroad a special report on "Spot Radio '59—a 60-Market Appraisal" prepared by the rep firm. The study is designed to serve as a guide to selection of markets when placing spot radio schedules.

According to Frank Boehm, director of research at Adam Young, the booklet's purpose is partly "to dispel the idea that spot radio and network radio are similar, and also to provide radio advertisers with a working tool for appraising both media."

Network radio's major selling points are low prices and ease of buying, Mr. Boehm said, while spot radio allows advertisers to select markets, stations, time periods, campaign length, type and number of announcements. Advertisers on network radio can no longer secure coverage and sales impact since the defection of network affiliates to independent rank, Mr. Boehm stated.

The new Young study, which analyzes the top 60 U.S. markets based on total retail sales in the metropolitan county area, concludes that the spot medium continues to offer market saturation and maximum effect per ad dollar expended.

Major Analysis • Using data from *Sales Management's 1959 Survey of Buying Power* the top 60 markets analyzed in the booklet include 48.6% of the population, 50.39% of the households, 54.01% of retail sales and 56.85% of effctive buying income (total spendable income).

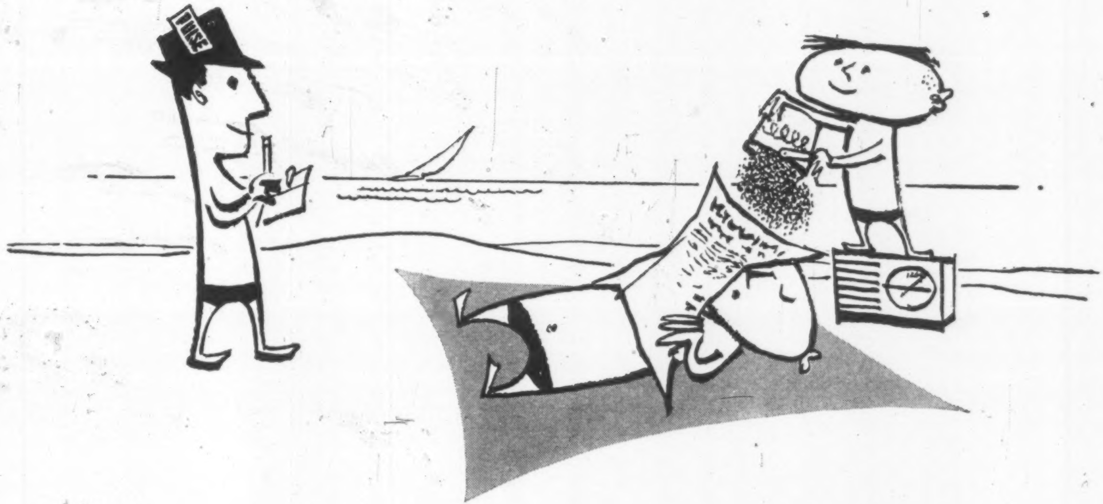
Reporting on daytime radio only, the Young study's section on stations analyzes the audience profiles of ABC, CBS, NBC and MBS to show the average one-quarter hour rating of each in the 60 markets between 6 a.m. and 6 p.m., Monday through Friday. Audience profiles are then shown in graphs for the leading independents in each of these markets.

The third and concluding section of the booklet, "The Role of Modern Radio," illustrates the relative strength (audience impact) to be expected in each market when using a given network, the leading independent or the second best independent. Locally programmed stations are replacing "old line" network stations as the most popular in these markets, the report states.

49er radio lineup

Falstaff Brewing, Safeco Insurance and American Tobacco will sponsor the full football schedule of the San Francisco 49ers this fall, including six exhibition games as well as the regular 12 season contests, over a special 10-station radio hookup in northern California and western Nevada. The network was organized by Golden West Broadcasters, whose KSFO San Francisco will be key station. Others to carry the 49er's games are: KMJ Fresno, KUKI Ukiah, KFBK Sacramento, KBEE Modesto, KVCV Redding, KHSL Chico, KSBW Salinas and KINS Eureka, all California, and KOH Reno, Nev.

Falstaff, through Dancer-Fitzgerald-Sample, N.Y., will sponsor half of the gridiron schedule; Safeco, through Cole & Webber, Seattle, has a quarter sponsorship, and the final quarter will be sponsored by American Tobacco for Tareyton cigarettes, through Lawrence C. Gumbinner, N.Y.



Q: Which of the following words describes each of these radio stations: Lively? Dull?

A: This special qualitative survey, prepared by PULSE, found WWDC to be the most "radio active" station in the Washington, D. C. area. The results have us doing handsprings—strictly in character! It goes to prove that when you're "the station that keeps people in mind," they keep you in mind too. And they're not apt to forget your advertisers.

	WWDC	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
Lively	74.2	69.3	18.4	34.8	12.0	24.4	44.4	52.7
Dull	4.0	6.5	5.6	5.4	6.6	5.3	9.8	4.0
Don't Know	21.8	24.2	76.0	59.8	81.4	70.3	45.8	43.3

All figures indicate percentages

Radio Washington **WWDC**

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

SPOT RADIO IGNITES A GASOLINE

Off-beat humor on radio helps new Fina whip marketing problems

Fina brand gasoline is doing just fine in new markets from Texas to Nebraska thanks to spot radio, chosen as the major "fuel" for Fina's introduction campaign.

American Petrofina, Dallas, marketer of Fina gasoline, and its agency, Taylor-Norsworthy Inc., also of Dallas, state that radio "has had a strong effect" on the success of the still continuing campaign.

Beginning in late March of this year and ending this week, the campaign covers approximately 85 markets in Texas, Oklahoma, Kansas, Missouri and parts of New Mexico, Louisiana, Arkansas, Nebraska and Iowa. Although final results will not be available for several months, a spot check a few weeks ago showed Fina business up 20 to 25% in many markets.

In addition, Southwest Research Inc., Dallas, has completed a survey which shows that due to radio, "consciousness" of the brand name, Fina, is up 20-30% over last year.

Scope of the Challenge • When discussion of the campaign began earlier this year, advertiser and agency were faced with several problems:

- To introduce a new brand name, Fina, in a large portion of their marketing territory.
- To cover an expanded market area with little expansion of budget.
- To get a "major effort" result with this limited budget.
- To impress jobbers and dealers with the effectiveness and scope of the campaign.

After study it was decided that spot radio should be the "major medium" with support from newspapers, outdoor posters and *Life* magazine. Radio was allotted 50% of the campaign budget with 20% each to papers and posters and 10% to *Life*.

Unattracted by dull, technical advertising, Petrofina and Taylor-Norsworthy elected to use a "light touch" in its spots and throughout all media. However, investigation revealed that firms and personalities producing "off-beat" commercials of quality were expensive and that the few firms in the field were so heavily loaded with orders that delivery by deadline was not assured.

Do-It-Yourself • Taylor-Norsworthy resolved, says Tom Norsworthy, agency vice president and Fina account executive, to produce the spots themselves. To give the announcements a major league sheen, the agency produced them in Hollywood using as many "names" as the production budget would permit. Mel Blanc, Hal Peary (the "Great Gildersleeve") and Sterling Holloway, among others, were used.

Weekend saturation was the selected strategy for use of the commercials. It was felt that the slightly lower tune-in on weekends was more than compensated for by the rate advantage that most stations offer on weekend packages. It was also reasoned that the spring-summer placement of the schedule would reach more weekend motorists.

Radio stations carrying the spots were asked to help merchandise the campaign to dealers and jobbers in their areas. Stations responded by calls to service station operators, mail to dealers, displays on station-optioned bus cards, billboards and permanent displays and contests of several varieties (including all-expense trips to Las Vegas).

American Petrofina held several regional meetings with their jobbers and operators before the campaign's start. At these meetings the radio schedule was outlined, the spots auditioned and other media presented.

'THATSA FINA'
Agree Messrs. January, Blanc

Each jobber and dealer was mailed a special announcement brochure the week the campaign started. This brochure was so designed that part of it could be removed to become a window banner asking people to listen to "Fina's Fuel-ish Frolics" on their local station.

Selling the D.J. too • The pressings containing the eight Fina spots were prepared with special labels done in humorous cartoon style to attract the attention of "jaded" disc jockeys. A note was included with the record giving all personalities full permission to "kid it up."

Ben January, radio-tv director of Taylor-Norsworthy and producer of the spots, explains: "There is a thin line between good off-beat humor and corn. With these spots we wanted to amuse the listener and interest him in the content in order to bring our short simple commercal message into sharp focus in his conscious mind . . . We think we now have just the right amount of all elements to accomplish our aims."

Here is a sample script:

ANNOUNCER: (straight voice) Here is a gentleman who has something unique to tell us about . . . meet Mister Joe Pedley, unicyclist.

JOE: (Marlon Brando type) Thank you. Yes I ride this unicycle, it's a one-wheeled bicycle.

ANNOUNCER: Difficult to do I suppose?

JOE: Yes I would say so, it took me four years and eight days to completely master it.

ANNOUNCER: And you have a unique feat to tell us about?

JOE: Yes, I play the Fina jingle on my unicycle. I attach these Fina credit cards to the spokes of my vehicle here, and they create a flapping noise as I pedal it. (flapping noise) Like that.

ANNOUNCER: Very interesting!

JOE: And by pedalling it at various speeds and lengths of strokes, I create this music. Give me a little accompanimnet there, and I will show you. . . .

(Flapping noise in time with jingle)
It's Fina, It's Fina
spelled F-I-N-A.
If modern driving is for you,
then modern gasoline is too . . . (music pad continues)

JOE: (over music pad) Another good use for the Fina credit card is to buy gasoline with . . .

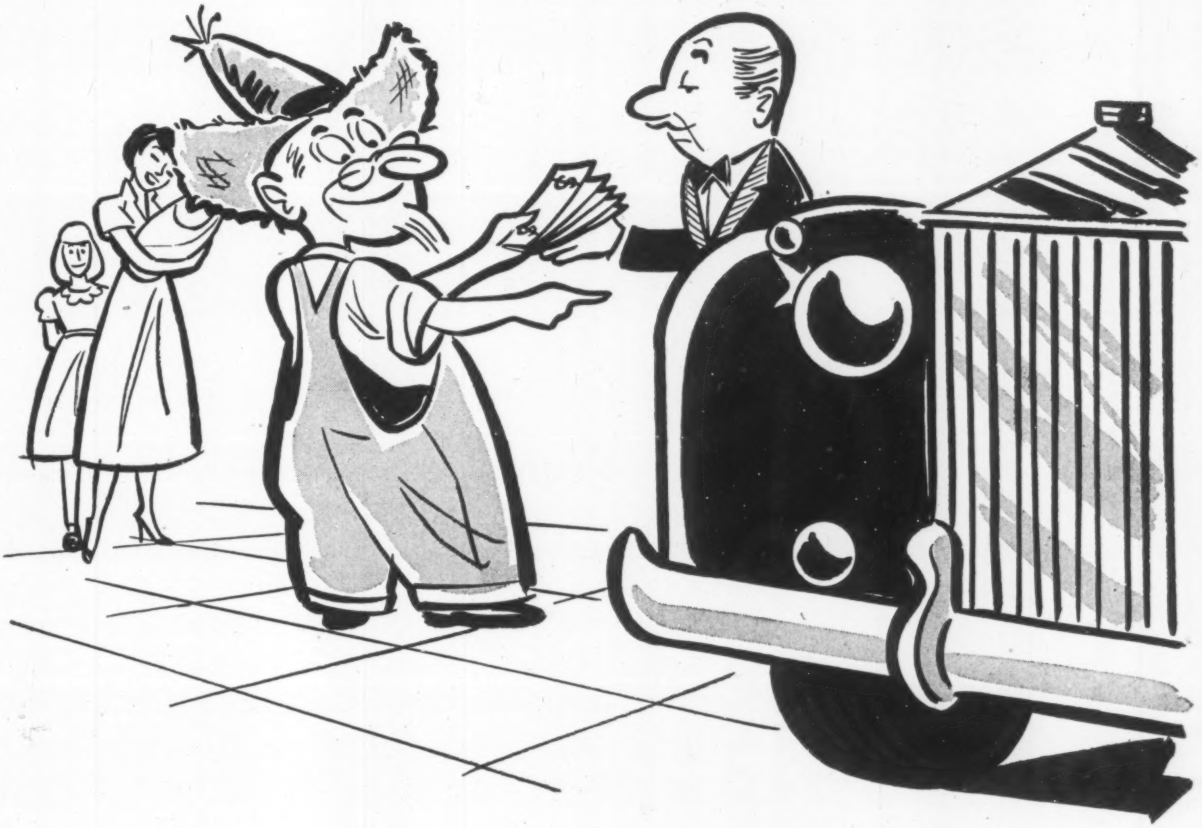
(vocal back in) Whatever you say, say Fina.

(Jingle ends . . . Flapping continues and fades out.)

The "read-back" from stations has been "terrific". Among the following reactions were these: Charles N. Putt, assistant general manager of KVOE Emporia, Kan.—"The announcements are indeed exceptional and entertaining and should become conversation pieces." Frank Wimberley, general manager of KWHW Altus, Okla.—"The Fina announcements are excellent with a big plus." Bob McCune, station manager of KSAL Salina, Kan.—"Have just heard Fina ET. Great. Have question: are you paying us or are we paying you?"

A bigger question was asked by Petrofina and Taylor-Norsworthy: can spot radio carry the major load in an advertising campaign? The resounding answer, punctuated by the sound of cash registers in service stations across the Middle West and Southwest: "*and how.*"

Now FARGO is No. 1 in the U.S.A., for retail sales per family!



We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders.*

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY *regularly.* Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

WDAY

FARGO, N. D.

NBC • 5000 WATTS

970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Commercial awards at western ad rally

Awards to radio and tv advertisers highlighted the 56th annual convention of the Advertising Assn., of the West at Lake Tahoe, Calif., last week.

The tv competition, sponsored by Television Bureau of Advertising and AAW, presented awards for 60 and 20-second spots, IDs, and program commercials.

- Tv, 60-Second Spots: First prize went to Pacific Tel. & Tel. Co. of San Francisco for its "Telephone Scrap" commercial, originated by Lon Vance, Geoffrey Lewis and John Nordall, and produced by the Hollywood Film Co.

Runners-up: (second prize) General Insurance Co. of America, Seattle; (third prize) Calo Pet Food Co., Oakland; (honorable mentions) Langendorf United Bakeries, San Francisco; Butter-Nut Foods Co., Omaha, Neb., and Cling Peach Advisory Board, San Francisco.

- Tv, 20-Second Spots: The "Shaggy Dog" commercial of the Ford Dealers of Southern California received the first place award. (BROADCASTING, March 30).

Also in this category: (second prize) M.J.B. Co., San Francisco; (third prize) Langendorf United Bakeries, San Francisco; (honorable mentions) Pacific Tel. & Tel. Co. (two mentions), and Union Oil Co. of California.

- Tv, IDs: Western Airlines' "Violinist" entry won the ID sweepstakes. It was originated by Alan McGinnis and produced by Quartet Films, Hollywood.

Other ID winners: (second prize) Burgermeister Brewing Corp.; (third prize) Diamond Walnut Growers Inc., Stockton, Calif.; (honorable mentions) Bank of America; M.J.B. Co., San Francisco, and Valley National Bank, Phoenix, Ariz.

- Tv, Program Commercials: First prize went to Standard Oil Co. of California for its "Jets" entry. Originated by Jack Pfeil, Jim Allen, W. Simpson and D. Schwab, it was produced by American Tv Enterprises, Hollywood.

Runners-up: (second prize) Kaiser Industries Corp.; (third prize) Pacific Gas & Electric Co.; (honorable mentions) Corn Products Co., and Kaiser Aluminum & Chemical Corp. (two mentions).

- Tv, Color: The sole color award went to the Arizona Savings & Loan Assn., Phoenix. Its effort, "Amazing Arizona" was created by Gretta Van Dyke and produced by Canyon Films of Arizona.

The radio advertising competition was cosponsored by the Southern California Broadcasters Assn., San Francisco Bay Area Radio Stations, San Jose-Monterey and other western stations and the Vancouver Advertising and Sales Bureau.

- Radio: First prize was awarded to the Burgermeister Brewing Corp. for its "Portraits" series. It was written by Jim Burch and produced by Bernard-Degen, Hollywood.

Runners-up: (second prize) Poultry Producers of Central California; (third prize) Ralston-Purina Co.; (honorable mentions) Contadina Foods, San Jose, Calif. (BROADCASTING, June 22); Foremost Dairies, San Francisco; Hires Bottling Co., Los Angeles, and LFD Chevrolet Assoc. of Southern California.

TV COMMERCIAL PREVIEW

Late date bait • As this new commercial now on NBC-TV's *Cimarron City*, explains, a girl can sooth her beau's impatience promptly with a surprise pack of Muriel Coronella small cigars. It's a new version of the one-minute visual squeeze technique of Transfilm Inc., New York. In this instance still photographs of the models posed before art backgrounds (previously props were used for background) are flashed on the screen in a staccato-like sequence timed to music composed by Ed Flynn, vice president of Lennen Newell, Muriel agency. Copy theme by Thomas Hagen of L&N: Coronellas are good "anytime, anyplace, anywhere." Producers were John Capsis for L&N and Andrew Gold for Transfilm.

KTTV (TV) set to air commercial showcase

KTTV (TV) Los Angeles will inaugurate its *Cavalcade of Spots*, weekly half-hour program comprised entirely of commercials next Saturday (July 11), 6:30-7 p.m. Proposed by KTTV President Richard A. Moore at the annual western meeting of ANA (BROADCASTING, Apr. 20), the idea attracted national attention and commercials were submitted from all parts of the nation. KTTV is running the program as a public service and is not charging the advertisers whose commercials are included for these telecasts.

"We believe the public likes good advertising and to prove the point we are going to present the weekly half-hour series which will consist of nothing but advertising," Mr. Moore said. "The response of advertisers has been most enthusiastic and, as we screen the material which has already been submitted, we become more convinced than ever that some of the most creative material on television today is contained within the commercials."

In addition to the tv spots of American advertisers, KTTV will also show commercials which have been broadcast in England, France and Italy.

Media mail barrage hits agency waste can

A study by Motivation Research Assoc./Reports, New York, has revealed that much of the research data arriving at agencies in the New York area by direct mail is either filed and forgotten or lost.

The New York study was part one of a continuing examination of direct mail effectiveness and was prepared for Marketing Reference Bureau Inc., San Francisco. It was presented last Wednesday (July 1) at a news conference given by MRA/R President Emanuel H. Demby.

Mr. Demby used a sample of 44 agency executives to learn the "fate" of media-sponsored research and information bulletins when delivered to agencies via direct mail. MRA/R found that 35% of the research is filed unread; 30% filed after reading; 22% filed after partial reading and partial discard of unread material, and 13% receives less reading from individual agency executives than would have happened if media had provided sufficient copies for interested executives.

NO TIME FOR STATION BREAKS

. . . for our newsmen! They've been highly trained as reporters not booth boys, and news is their FULL TIME job at KSLA-TV.

There are *six* of them, and their sources are Associated Press, CBS Newsfilm, daily "beats" about town, *three* insatiable cameras that use 1,800 feet of film a week, and *noses* that can really smell out the news.

And, their sources of satisfaction are the ability to get film on the air that is *only minutes old* . . . a 2 to 1 rating advantage . . . long-term, prestige sponsors . . . in short, all the "breaks" a station gets for a *job well done!*

KSLA TV

CBS *channel* 12 *shreveport, la.*

Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.

Switch to Swiss • Ruben Advertising Agency, Indianapolis, has moved its offices from Meridian St. downtown to the suburbs in the Swiss Chalet-type house, above. The agency, now located at 3209 N. Meridian St., landscaped the premises, painted the building's outside and blended traditional and modern styles for the interior. The first floor houses executive clerical offices. In the rear annex, media, research and store facilities are located. On the second floor is the four-man art department, a staff of five writers, plus the production department. The third floor houses a conference room for staff and sales meetings and a lounge area. Gary A. Ruben, agency president, adds that another building at the property's rear will be used for future expansion.

FOOD MAKERS TV MONEY UP

First quarter rises 40% spot, 15% network

Food manufacturers used more network and spot tv in the first quarter of this year than the same period in 1958. The comparable increase over last year's first quarter is 40% in national spot and 15% in network.

Television Bureau of Advertising, in analyzing gross billing figures supplied in spot by N.C. Rorabaugh in association with the bureau, and in network by Leading National Advertisers-Broadcast Advertiser Reports, found food and grocery investments in 1958 to have been $117 million more than the same manufacturers spent in newspapers. Last year's total in tv for these advertisers: $243.5 million.

General Foods in the first quarter of this year was the leading food advertiser in tv, spending $9.8 million gross, an increase of 23% over the first quarter a year ago.

TOP TEN FOOD ADVERTISERS ON TV—1959
INVESTMENTS (THOUSANDS)
(First Quarter '59 vs. First Quarter '58)

	Network		Spot		Total		
	1958	1959	1958	1959	1958	1959	Change
General Foods	$5166.0	$6170.9	$2847.7	$3646.6	$8013.7	$9817.5	+ 23%
American Home**	4683.3	6553.8	1392.7	2119.9	6076.0	8673.7	+ 43%
General Mills	2036.7	3290.7	297.8	836.8	2334.5	4127.5	+ 77%
Standard Brands	1188.8	1911.7	955.5	1413.0	2144.3	3324.7	+ 55%
Kellogg	2966.2	1713.7	263.0	1364.9	3229.2	3078.6	— 5%
Continental Baking	182.7	189.9	2141.6	2844.8	2324.3	3034.7	+ 31%
Corn Products	639.6	989.5	617.6	1523.7	1257.2	2513.2	+100%
National Biscuit	635.8	1665.5	1238.9	498.6	1874.7	2164.1	+ 15%
National Dairy	1964.7	1280.7	—	434.7	1964.7	1715.4	— 13%
Quaker Oats	1320.6	942.9	396.5	661.2	1717.1	1604.1	— 7%

* Source: Spot TV: TvB-N.C. Rorabaugh
Network TV: LNA-BAR

** Combination of grocery and drug products.

Commerce ad group meets in Washington

Advertising, by engendering volume and thus reducing the unit cost of a product, has helped in creating in the U.S. the "highest standard of living and the greatest freedom of choice ever available to any people anywhere," Frederick H. Mueller, U.S. Undersecretary of Commerce, told the first meeting of the Commerce Dept. Advertising Committee last Monday (June 29) in Washington.

The 15-man committee, which will meet monthly, represents the several segments of the advertising industry and operates under the Commerce Dept.'s National Distribution Council, an advisory group of businessmen which confers periodically with the Secretary of Commerce. The newly-formed committee, headed by Frederic R. Gamble, president of the American Assn. of Advertising Agencies, was set up to study important developments and problems in advertising.

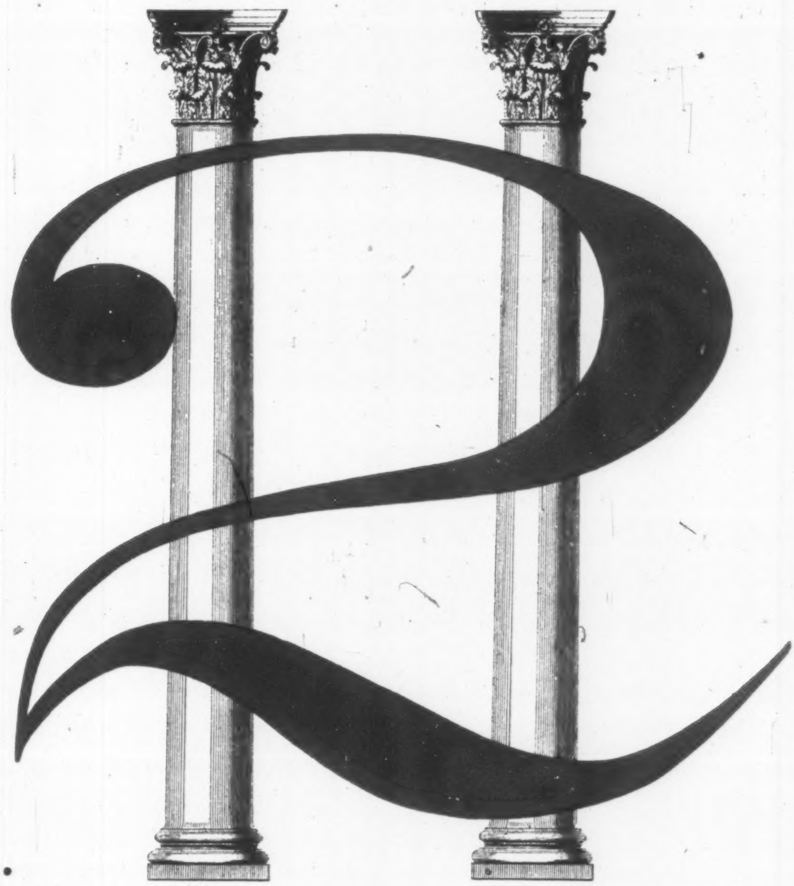
The group is authorized to make recommendations to the Secretary of Commerce. The first session reviewed recent federal and state legislative and regulatory developments affecting advertising and activities within advertising groups.

Mr. Mueller asked committee members to help educate the public against "unsound public spending that cheapens the dollar and unsound private spending induced by lures covering cheap quality," which, he said, "can undermine the public confidence on which our whole way of life depends."

Among members of the new group (BROADCASTING, June 22) are Peter W. Alport, Assn. of National Advertisers; C. James Proud, Advertising Federation of America, and Harold E. Fellows, NAB.

1,200 radio brands

More than 1,200 brands were advertised on networks and in spot radio during the first quarter of 1959, Radio Advertising Bureau reports. A total of 902 companies advertised 1,122 brands in spot radio; 155 companies advertised 205 brands on network radio, according to RAB. In network radio, drug, cosmetics and toiletry companies comprised the largest category of clients while in spot the largest single category was food, RAB stated.



Indiana's second richest television market... Fort Wayne

Fort Wayne has *more retail sales, more food sales, more drug sales and more effective buying income* than any other Indiana television market except Indianapolis. **And Wane-TV is *first* in Fort Wayne,** center of this vast and growing market. Represented by Petry.

SOURCES: SALES MANAGEMENT, NIELSEN METROPOLITAN REPORT FEB. '59

WANE-TV FORT WAYNE

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KHOU-TV Houston • KXTV Sacramento • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

TV MOST WANTED IN THE HOME

Values placed on household items surveyed

People value tv higher than such household items as refrigerators, stoves or even beds. And tv programs "satisfy" more than do a host of other subjects or activities.

These findings, from a special survey by Bruskin Assoc., were given last week by Robert E. Kintner, NBC-TV president in a letter to top advertising and agency executives.

The letter was designed to treat the question of the public's attitude toward television. And Mr. Kintner reminded: "Each [survey] has been carried on independently . . . without sponsorship, support or suggestions of any kind from any broadcaster."

VIDEODEX

TOP TEN NETWORK PROGRAMS

Tv report for June 1-7

Rank		% homes
1.	Gunsmoke	36.2
2.	Wagon Train	35.1
3.	Have Gun, Will Travel	33.5
4.	Summer On Ice	32.3
5.	Loretta Young	32.1
6.	Perry Mason	31.3
7.	Rifleman	30.7
8.	Danny Thomas	30.3
9.	Perry Como	29.2
10.	Maverick	28.7

Rank		No. homes* (000)
1.	Gunsmoke	14,700
2.	Wagon Train	14,200
3.	Have Gun, Will Travel	13,400
4.	Summer On Ice	12,800
5.	Loretta Young	12,900
6.	Perry Mason	12,100
7.	Rifleman	11,800
8.	Danny Thomas	12,400
9.	Perry Como	11,900
10.	Maverick	11,100

* (Listed in sequence of rating level from first table.)

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Perry Como (NBC-172): various sponsors, Sun. 8-9 p.m.

Gunsmoke (CBS-146): Liggett-Meyers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-170): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Maverick (ABC-133): Kaiser (Y&R), Drackett (Y&R), Sun. 7:30-8:30 p.m.

Perry Mason (CBS-148): various sponsors, Sat. 7:30-8:30 p.m.

Rifleman (ABC-152): Miles Labs (Wade), Ralston-Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

Summer On Ice (NBC-176): U.S. Brewers Foundation (JWT), June 1, 10-11 p.m.

Danny Thomas (CBS-194): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): National Biscuit Company (M-E), R.J. Reynolds (Esty), Ford Motor Company (JWT), Wed. 8:30-9 p.m.

Loretta Young (NBC-145): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

What's Important? • The AIM (association identification measure) Study, of Bruskin asked: "Not including your family, what do you consider the three most important things that you now have in your home?" Tv led this list. It was named in 38.8% of replies; the refrigerator, 36.9%; the stove, 36.3%; the washer (or dryer), 28.1%, and the bed, 12.8%.

As for "satisfaction" with tv: 55.2% of respondents were either "completely" or "mostly satisfied." This compares with the score for women's fashions, put at 49.9%; 1959 automobiles at 49.2%; popular music at 40.6% and movies at 39.1%. Other categories were not so popular. Housing conditions, for example, could only score 38%; politics, 18%; international affairs, 12.9% and cost of living, 10.3%.

Also cited by Mr. Kintner was a Psychological Corp. "Barometer Study" asking how the three tv networks rank in the public's mind. In this research, Mr. Kintner emphasized, NBC was in the front in familiarity, general preference and in performance "in every area of network service examined."

Media research lags

Though a sizeable amount of research information has been built up for each advertising medium, in many instances the yardsticks provided are old hat.

This was the theme carried to Cleveland at the national conference of the American Marketing Assn. by Dr. Leon Arons, Television Bureau of Advertising's research vice president.

The available information does not provide the advertising field "with what we need for intelligent planning and use of today's complex media, in a world which has changed so radically," Dr. Arons observed.

His message: each medium has a character of its own for the consumer, each medium its own contribution to make in communicating. And it is selective in terms of how the consumer will approach it and its advertising. Media research ought to keep pace.

Hertz, C-E part

Hertz Corp., Chicago, last week formally severed account relations with Campbell-Ewald Co. after a 32-year agency relationship. Walter L. Jacobs, Hertz president, announced that his company "has decided to select a new agency" to handle its $4.5 million rent-a-car advertising account by July 13. Among Chicago agencies in the running, it was reported, are North Adv., Clinton E. Frank Inc. and Cunningham & Walsh, plus others based in New York, including Benton & Bowles and Norman, Craig & Kummel. Hertz currently is active in spot tv (BROADCASTING, June 29).

Chicago market role on Trade Fair agenda

Chicago's future in advertising, merchandising and distribution will be explored at a three-day world marketing conference, to be held in conjunction with the city's International Trade Fair show at Navy Pier July 3-18.

Plans for the conference, first of an annual series to promote midwest business and industrial capital, were announced last week by Thomas H. Coulter, chief executive officer of the Chicago Assn. of Commerce & Industry. It will be held at the Sherman Hotel July 13-15.

General sessions and workshops will be held each day, with major speakers still to be announced. How Chicago can best serve as an operating headquarters for national distribution, along with market research, pricing and transportation, will be discussed. Mr. Coulter said businessmen from the U.S. and abroad have been invited to attend the conference. About 150,000 American buyers and 3,000 exhibitors are expected to attend the fair. Volunteer agency for advertising is Foote, Cone & Belding.

• Business briefly

Time sales

• Seven Up Co., St. Louis, is expected to announce shortly purchase of participations on three ABC-TV programs for 1959-60: the *Adventures in Paradise, The Alaskans* and Dick Clark's *American Bandstand*. Agency: J. Walter Thompson Co., Chicago.

• Carnation Co., L.A., through Erwin Wasey, Ruthrauff & Ryan., L.A., has purchased partial sponsorship of three hour-long ABC-TV programs for 52 weeks, starting in the fall. Programs are *Sugarfoot*, every other Tues., 7:30-8:30 p.m.; *The Alaskans*, Sun., 9:30-10:30 p.m., and *The Untouchables*, Thurs., 9:30-10:30 p.m. Move marks Carnation's first return to nighttime tv since the windup of the *Burns and Allen Show* a year ago.

• Dow Chemical Co., Midland, Mich.,

D BY
AIR EXPRESS
RAILWAY EXPRESS AGENCY INC
AIR EXPRESS
AID
Nation-Wide Air-Rail Service
AIR EXPRESS
Division of RAILWAY EXPRESS AGENCY
DELIVERY

How a deep-sea sportsman gets action fast

z-i-N-G! The blue marlin are suddenly striking! And an ardent angler needs his big reel overhauled fast. He rushes it by AIR EXPRESS to True Temper Corporation for a quick check-up . . . and AIR EXPRESS gets it back again for deep-sea action with a minimum loss of time. Cost of this amazing shipping service . . . reel maker back to Gulfstream sportsman? Only $6.59 for 15 lbs., Philadelphia to Miami (1020 air-miles)! Other rates similarly low. You too can land business anywhere in the U. S. when you . . . think FAST . . . think AIR EXPRESS first.

AIR EXPRESS

CALL AIR EXPRESS, DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

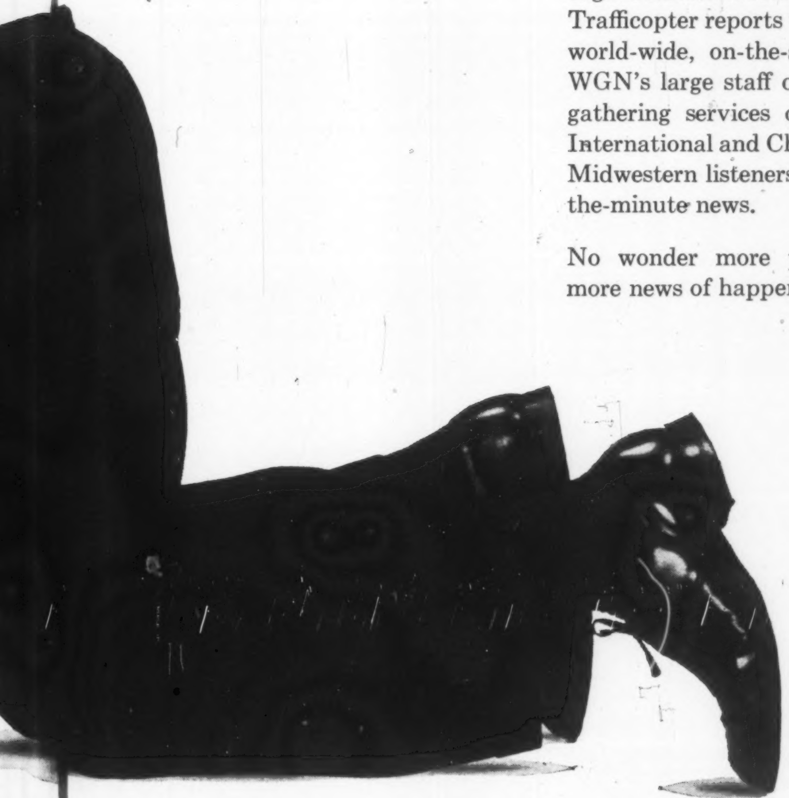
with an ear to the ground

What's happening in Africa? Europe? What about that movie star's romance in Spain? WGN-Radio listeners now know *more* because of WGN's extensive news coverage!

Yes, WGN-Radio's comprehensive, around-the-clock, news coverage is one more important reason why more people listen to WGN—because WGN's news gathering facilities are unmatched by any other Chicago station.

Exclusive only to WGN-Radio in Chicago are the Chicago Tribune World-Wide Press Service, WGN Police-Trafficopter reports twelve times daily, and Radio Press world-wide, on-the-spot news coverage. In addition, WGN's large staff of writers and editors use the news gathering services of Associated Press, United Press International and Chicago City News Bureau to provide Midwestern listeners with the finest programs of up-to-the-minute news.

No wonder more people listen to WGN-Radio for more news of happenings around the world!



QUALITY RADIO WGN TELEVISION INTEGRITY

WGN-RADIO

THE GREATEST SOUND IN RADIO

441 North Michigan Avenue • Chicago 11, Illinois

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week June 25-30 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 25	Playhouse 90 (9:30 p.m.)	CBS-TV	24.8
Fri., June 26	77 Sunset Strip (9:30 p.m.)	ABC-TV	20.0
Sat., June 27	Gunsmoke (10 p.m.)	CBS-TV	18.1
Sun., June 28	What's My Line (10:30 p.m.)	CBS-TV	22.5
Mon., June 29	Desilu Playhouse (10 p.m.)	CBS-TV	15.2
Tue., June 30	Rifleman (9 p.m.)	ABC-TV	15.5

Copyright 1959 American Research Bureau

has launched an intensive spot campaign for Saran Wrap on the 33 radio-tv outlets of the Yankee Div. of RKO Teleradio Pictures. Agency: MacManus, John & Adams Inc.

- Mass Caterers (meals for industry), Medford, Mass., plans to start a radio campaign in mid-August.

- J.R. Clark Co. (Rid-Jid ironing table), Spring Park, Minn., has bought extensive fall-spring participations in NBC-TV's *Today* morning show.

- An off-beat advertiser on NBC Radio (but not new to the medium) is Hess & Clark Inc. (animal health products and feed medicaments), Ashland, Ohio, which is reported to have signed for a 31-week campaign on the network's *Red Foley Show* (Sat., 12:30-12:45 p.m.), starting in August. Agency: Klau-Van Pietersom-Dunlap, New York.

- Sterling Drug Inc., N.Y., signs for an alternate-week of *M Squad* (Fri., 9:30-10 p.m.) and *The Arthur Murray Party* (Tues., 9-9:30 p.m.), and renews for *Saber of London* (Sun., 6:30-7 p.m.) on NBC-TV for the fall season. Dancer-Fitzgerald-Sample, N.Y., is the agency.

- Continental Wax Corp. (Six Month floor wax), Mt. Vernon, N.Y., is adding 95 CBS Radio stations to 167 radio stations in its spots lineup to launch an intensive summer radio campaign. The CBS Radio schedule—which includes buys into seven daytime serials—starts July 13. Continental also uses tv. Product Services Inc., N.Y., is its agency.

- General Mills (for Wheaties cereal), Minneapolis, starts a new five-minute transcribed series with track star Bob Richards on an undetermined number of stations in New York and Los Angeles for 13 weeks effective sometime in July. General Mills reportedly is spending approximately $90,000 in each market for the sport story series in the spot radio campaign, to include 50-100 programs per week. Agency: Knox Reeves, Minneapolis.

- Grosset & Dunlap Inc., N.Y., this fall will inaugurate children's book sales campaign on ABC Radio's Don McNeill's *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST). The buy marks the first use of network radio on a continuous basis for G&D. Advertising will be directed to woman buyers in family groups. In September booksellers will hear a promotion kick-off on a nationwide 15-minute closed circuit radio broadcast on their local ABC stations. Agency: Friend-Reiss Adv., N.Y.

- American Dairy Assn., Chicago, has bought participations (22 per week) on NBC Radio for two weeks starting July 26 to promote butter and sweet corn. The Association also will participate in promotion with Reynolds Wrap, including commercials on *Walt Disney Presents* on ABC-TV July 31 and Aug. 7. American Dairy is still considering network tv properties. Agency: Campbell-Mithun, Chicago.

- United States Time Corp. (Timex watches), N.Y., has signed for the sponsorship of four one-hour musical specials starring Frank Sinatra on ABC-TV during the 1959-60 season. Date of first show is Oct. 19, with others tentatively slated for November, December and February. Agency: Doner & Peck, N.Y.

- Bayuk Cigars Inc. (Phillies cigars), has purchased for 1959-60 season on NBC-TV one of the most comprehensive sports packages in network tv history, according to Walter D. Scott, executive vice president NBC-TV. The order includes sponsorship of football, baseball, basketball, racing and bowling, representing year-round weekend coverage of sports events and full sponsorship of two football bowl games. Agency: Werman & Schorr, Phila.

- Mullane Taffy Co., 111-year old Cincinnati firm, plans use of radio-tv spots. The candy company is newly acquired by George and Marilu Case, early morning husband-wife team formerly on WSAI there.

- House of Huston Inc. (pet care products), Sterling Drug Inc., subsidiary, has expanded its network tv schedules from 89 stations to 144 stations on NBC-TV's *True Story* and *Detective Diary* series. Agency is Thompson-Koch Co., N.Y.

Agency appointments

- Noxzema Chemical Co., Baltimore, assigns three new products (names not now disclosed) in test markets to agencies; two to Sullivan, Stauffer, Colwell & Bayles, and the other to Doherty, Clifford, Steers & Shenfield, both of which handle other Noxzema business.

- Midas Div. of International Parts Corp. (car mufflers, exhaust systems), Chicago, appoints Edward H. Weiss & Co., same city, to handle its approximate $1.5 million account. Firm has used radio (NBC) and tv.

- Austin Div. of British Motor Corp. appoints J.M. Mathes, N.Y., as its advertising agency effective Aug. 1. The account will bill in excess of $750,000.

- The East Asiatic Co. (importers of Carlsberg beer from Denmark), names Cole Fischer & Rogow, Beverly Hills, Calif. Senior account executive Perry Pasmezoglu is supervising the account. Radio will get a share of East Asiatic's six-figure advertising budget.

- Hudson Pulp & Paper Corp., N.Y., appoints Grey Adv., N.Y., effective Sept. 1, replacing Norman, Craig & Kummel, N.Y. Hudson allocates $1.5-2 million for its consumer lines, including facial and toilet tissues, paper towels and napkins. Hudson is an active spot radio-tv advertiser.

- Miles Products (division of Miles Labs Inc., Elkhart, Ind.), names Henderson Adv. Inc., Greenville, S.C., to handle new products (Wade Adv., Hollywood, Calif., handles other Miles products).

- Green Giant of Canada Ltd. appoints Leo Burnett Co. of Canada Ltd., for its products in Canada. Green Giant in the U.S., with headquarters in LeSueur, Minn., is a Burnett client.

- C&C Wilshire Club & Quality beers, L.A., appoints Recht & Co., Hollywood.

- Bunny Bear Inc. (crib mattresses and juvenile accessories), Everett, Mass., appoints Hoag & Provandie, Boston.

- Underwood Corp., N.Y., names J.M. Mathes Inc., N.Y., agency for all company products, effective immediately.

- Scholz Homes Inc., Toledo, Ohio, appoints MacManus, John & Adams Inc., Bloomfield Hills, Mich., effective immediately.

WE DIDN'T THINK WE'D GO SO FAR SO FAST

The final Nielsen for June (reflecting the 24 major competitive markets) is in. And of all the many happy returns ABC-TV has enjoyed this year, this one is the happiest. And by far the most sweeping.

ABC, for the first time, enjoyed the largest average share of the evening audience.

ABC, not for the first time, was tops in four out of seven nights a week—more than the other two networks combined.

And out of the 42 evening half hours, from 7:30 to 10:30 NYT, ABC was No. 1 in twenty. The other two networks were first in only eleven apiece.

To tell you the truth, we're a little surprised ourselves. This is an ad we didn't figure to run until October. But it makes for a grand summer.

Go right to the TOP—go . . .

ABC TELEVISION

Source: Nielsen 24-Market TV Report, week ending June 21, 1959, Average Share of Audience, Sun.-Sat., 7:30-8:30 PM, all commercial programs.

PUBLIC SERVICE

Radio's helping hand lauded by Ad Council

Radio broadcasters cooperated with the Advertising Council in 17 major public-interest information campaigns and 52 other causes in 1958, according to a statement by T. S. Repplier, council president.

Commercially-sponsored messages on radio networks received a total circulation of more than a billion radio-home impressions, Mr. Repplier said, on the basis of A. C. Nielsen figures, in a brochure titled, "Radio, a Big Medium With a Big Heart."

Circulation donated by local radio stations, by networks on non-commercial programs and by regional advertisers "undoubtedly would double, or even treble, this figure." the council said, adding that over 3,000 cooperating local stations averaged 61 campaign messages for each station kit, with each major campaign averaging over 180,000 local messages in the year.

The council said the stations also use council fact sheets to tell audiences about the 50 to 60 other causes the council endorses each year. "Many of the stations prepare their own ingenious materials, create whole shows, special events and full campaigns to help public interest information campaigns," it added. This is in addition to support given local activities and to emergency projects necessitated by floods, epidemics, fires and other catastrophies. Networks were credited with creation of "great quantities" of special public-service material. The council cited CBS documentaries, the ABC Don McNeil *Breakfast Club,* MBS' "exciting interviews with government heads," and NBC's *Monitor*.

Noting that more than 98% of Americans have radio (many in almost every room), that over 75% of American autos have radios and that portables have swept the country, Mr. Repplier said the medium "is inextricably woven into the pattern of day-to-day living."

In reaching many different audiences, he said, "radio seems to start fast and stay long on a public-service campaign, and, of course, the big broad medium participates in so many different good causes at local, state, regional and national levels that it becomes almost impossible to single out any one public service contribution as outstanding. The whole performance is that."

Mr. Repplier lauded "the dynamic response of radio to two short-term, special council projects last year—the anti-recession 'Confidence in a Growing America,' campaign and the unprecedented 'Register, Contribute and Vote' campaign." He called them "outstanding examples of radio's traditional ability to act promptly in emergency efforts and to move with ease into new areas of public information."

Many "magnificent performances" in the public interest by radio broadcasters "have earned the respect of people in every level of government, of volunteer organizations and of many Americans," he said.

Tv networks gross $52 million in May

Network tv gross billing this year continues to gain at an approximate 9% rate. For May, the increase was 8.7% for all three networks, and 9% for the first five months.

Total gross time charges in May once again were at the $52 million level, each of the networks scoring individual gains. ABC-TV was up 17.8% for May and 18.7% for the January-May period; CBS-TV's respective increases were 7.1% and 6.2%, and NBC-TV's were 6.5% and 7.4% for the same period.

The compilation by Leading National Advertisers and Broadcast Advertiser Reports was released last week by Television Bureau of Advertising.

The pattern has been established, particularly in April and May, of network time charges each month running a little more than $4 million above the same month of a year ago.

The full report:

Network TV Gross Time Billings

	May			January-May		
	1958	1959	% Change	1958	1959	% Change
ABC	$ 8,477,755	$ 9,946,570	+17.3	$ 44,230,215	$ 52,492,402	+18.7
CBS	20,970,022	22,464,493	+ 7.1	104,314,359	110,759,141	+ 6.2
NBC	18,470,368	19,674,494	+ 6.5	90,757,770	97,509,662	+ 7.4
TOTAL	$47,918,145	$52,085,557	+ 8.7	$239,302,344	$260,761,205	+ 9.0

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,500
*March	11,565,031	23,265,395	20,728,315	55,558,741
*April	10,309,263	22,093,785	19,753,172	52,156,220

*Figures Revised as of June 26, 1959.
Gross Time Costs Only

ASCAP files order for fees distribution

A proposed consent order for distribution of licensing performance fees was filed by the American Society of Composers, Authors & Publishers in the Federal District Court in New York City last Monday (June 29). The order sets up formulas for distribution among ASCAP members of more than $28 million annually in fees received from radio and tv broadcasters and other licensees.

The proposed order, which directs ASCAP to carry out a scientific survey of performances of its members' compositions on which distribution of fees to members will be based, also directs ASCAP to conduct its elections based on performance credits arrived at in the survey. The order permits the court to examine the survey after 18 months of operation. It also requires ASCAP to keep certain records and to make these and other information available to any member.

The proposed order was agreed to by ASCAP and the Justice Dept. after pre-filing negotiations. It is designed to carry out specifically and in detail the terms of an antitrust judgment entered against ASCAP in 1950. The court has ordered a hearing for the proposed order next Oct. 15. ASCAP has been directed to mail copies of the proposed order to all members so they may be heard if they wish.

ASCAP has as members about 1,200 publishing concerns and 4,000 authors and composers.

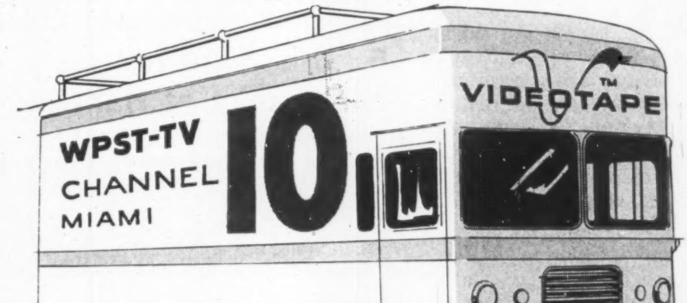
KBLA sues Glendale on tower site rebuff

KBLA Burbank, Calif., rebuffed by the zoning board and city council of Glendale in its attempt to secure a permit to erect its towers on a hilltop in

WPST FIRST WITH VIDEOTAPE* RECORDING

THE ONLY STATION IN SOUTH FLORIDA WITH VIDEOTAPE* FACILITIES

CHANNEL 10
MIAMI, FLA.



VIDEOTAPE Television Recorders will someday be standard equipment for all TV stations. But *now* only WPST has it in South Florida. To accommodate the growing number of local and national advertisers and their agencies who are turning to tape because of its "live" quality and low cost, WPST also produces tape commercials.

Already a leader in local live programming, WPST, with its Videotape recorder, can now show special programs at the desired time to larger audiences. And WPST's complete Videotape mobile unit guarantees even better program content.

WPST Videotape Recorder is a product of VIDEOTAPE TM

**TM AMPEX CORP.*

WPST CHANNEL 10 Public Service Television Miami

ABC NETWORK • Nationally Represented By Edward Petry Co., Inc.

Glendale, is going to court to get the site it wants for its authorized power boost from 250 w to 10 kw.

KBLA already has a suit for $1.75 million filed in California Superior Court against Cal Cannon, mayor of Glendale and general manager of KIEV Glendale, charging conspiracy to influence the zoning board to overrule the recommendation of the Glendale zoning administrator that KBLA be permitted to erect its towers.

Mayor Cannon, who denies the charges, withdrew from the council meeting while the matter of the KBLA towers was under discussion, a period of some 12 hours, starting the afternoon of June 24, continuing the following afternoon and on through the evening, and took no part in debate. KIEV, currently operating with 250 w daytime, has an application for 10 kw pending.

Two am's, one tv win 'Truth' promotion

The Crusade for Freedom, fund-raising arm of Radio Free Europe, New York, has annouced the winning stations in a contest for the best on-air promotions of its 1959 Truth Broadcast campaign.

WEJL Scranton, Pa., was the winner in the category of stations under 10 kw. KSOO Sioux Falls, S.D., was the winner in the category of stations with 10 kw or more. KMOX-TV St. Louis was the tv winner in a city of 500,000 or more population.

One representative from each of the three stations will visit Munich, West Germany, where RFE studios are located, and the transmitting site near Lisbon, Portugal, as guests of RFE.

The awards were announced by RFE Chairman Gwilym A. Price.

Legislature on tv

Opening of Maine legislative sessions to television film coverage has brought approving comments from Gov. Clinton A. Clauson and leaders of the Maine House and Senate.

As a result of test broadcasts and final approval of legislation, Gov. Clauson wrote WCSH-TV Portland, Me., the films have been valuable "in conveying to the public information about the legislative process and about the various issues."

Gov. Clauson said legislators told him the filming was done "without disrupting in any way the Senate or House sessions," lauding photographers for their "discretion and good sense."

An editorial in the *Portland Evening Express* asked, "Need there be further proof that cameras in courts and legislatures are a contribution to a better informed public."

'Success tax' asked

Financial support for struggling tv stations should come from some form of excess-profits tax levied on successful tv outlets, according to an article by U. of Illinois Professor C.H. Sandage in the July *Journal of Marketing*.

Dr. Sandage bases his proposal on the fact that all stations are making use of the publicly owned airwaves. There has been no cost to the operator for his license, states Dr. Sandage, yet due to population and geographical factors, as well as the uhf situation, some stations are more successful than others. Subsidies for the "poorer stations" would more effectively encourage "the development of television service to the public," Dr. Sandage writes.

VIDEO TAPE FEES
Ampex finds trends in 46-station study

Charges made by tv stations for tv tape recordings are tending to stabilize on a time rather than a per-spot basis, according to a survey made by Ampex Corp., manufacturer of the video tape equipment in use at most tv stations offering such service. Even stronger is the trend toward stabilizing additional time charges as "a dollar a minute" rate, regardless of the airtime rates of the stations. These two trends point toward conformity in a sea of individualism, however.

In making the survey of video tape recording charges by tv stations across the country, Bob Day, video promotion manager of Ampex's Professional Products Div., states: "It was our original hope that this survey might result in meaningful averages and general information which might be condensed into an easily usable form. However, there is such a disparity in rates assessed and, apparently, in the methods used in determining rates, that averages would actually be misleading."

Instead, Ampex tabulated the information received from 46 U.S. stations (about 40% of those with Ampex machines) serving markets that vary from just over 100,000 tv homes to one of just under five million tv homes and with base rates ranging from $340 an hour to $8,250. Tables cover the charge for a one-minute spot, the time allowed and additional time charges, plus charges for such miscellaneous video tape activities as on-the-air playback, screening, air-check taping, storage or rental and splicing and editing.

In commenting on the replies the report notes that competition in markets with two or more stations equipped for video tape operations apparently has little effect on rates, which "are often lower in stations which are alone in their market as far as vtr is concerned." Of the 46 stations who answered the questionnaire, nine specified all charges as commissionable, eight specified them all as net and two specified them all as commissionable except tape costs, which are net. Four stations require all tapes to be preceded by one minute of test pattern. One station requires a deposit of $150 for a tape of 30 minutes or less and will buy back usable tape at a discount. One station guarantees tape for a minimum of 20 plays. One station reserves the right to refuse tapes using talent of any other station in its coverage area.

Grimes brokerage

Walter Grimes, formerly with the brokerage firm of Allen Kander & Co., last week announced the opening of his own firm for the purchase and sale of broadcasting and other business properties in the Middle Atlantic States.

MR. GRIMES

This move follows by a few days the split of the old Allen Kander broadcasting-newspapers organization, with broadcasting operations to be handled by the newly formed Edwin Tornberg & Co. (BROADCASTING, June 29). Mr. Grimes, who had been with Kander since 1954, is locating his firm at 1519 Connecticut Ave., N.W., Washington, D.C. Before joining Kander, Mr. Grimes was advertising manager for two graphic arts trade journals.

58 broadcasters start two weeks at Harvard

Daily schedules for 58 broadcasters attending the Management Development Seminar under NAB sponsorship on the Harvard campus were announced at the weekend. The July 5-17 seminar is being directed by the Harvard Graduate School of Business Administration.

Subjects deal with actual case histories developed by Harvard and the NAB Broadcast Personnel-Economics Dept, headed by Charles H. Tower (see OUR RESPECTS, page 107). Ninety-minute discussion periods precede daily classes and meetings, with periods devoted to study and reading plus 2½-hour discussions in the evening.

Topics this week include analysis of the executive function, formulation and

Advertising Budget
John Doe
NEWSPAPER
MAGAZINE
RADIO
TV
BOOK MATCHES
DISPLAY
HOUSE ORGAN
MISC.

A Practical, Proven Way To Beat The High Cost of Advertising

Every executive concerned with advertising budgets has been painfully aware of rising costs. In each year since World War II, a healthy increase in the budget has usually been necessary just to maintain existing schedules.

The 1957-58 recession put a spotlight on the squeeze that rising costs were placing on profits. Vigorous steps taken by executives to get full value from all expenditures were a major factor in the current recovery. This year every expenditure must justify itself in maximum contribution to sales. Most closely scrutinized is the advertising budget.

What's the Cost per Prospect?

It is in this climate that more and more major companies are concentrating more of their advertising budgets in book match advertising programs. A close look at the figures reveals why.

Book matches deliver your advertising at extremely low *cost-per-prospect.* A pinpoint mailing to 1,000 selected prospects of a package of 6 match books can be made for $240. A Hooper-Holmes survey indicates book match mailings receive 70% readership. Thus the book match mailing described above delivers its sales message to 700 prospects *at a cost of 34¢ per reader.* Compare this figure with the cost-per-prospect delivered by any other medium!

Prospects welcome and respond to book match advertising. In another survey made recently of a manufacturer's book match program, 95.5% of the respondents asked to be kept on the list to receive future book match mailings. Asked the question "Have you, or do you intend to take action on the product advertised?" *61.7% of the respondents replied that they have taken or will* take action on the product.

95.5%

asked to receive future book match mailings

61.7%

had or planned to take action on the product advertised

A Daily Necessity for 3 out of 4

Cost per reader figures are just the beginning of the story. Book matches are a daily necessity for 3 out of 4 people—96% of men smokers carry book matches. One direct mail package of 6 match books exposes the advertising message to a *single prospect 120 times.*

Many Plus Values

Book matches are valued and appreciated. They present a sales message under the most favorable circumstances. No other advertising competes when they deliver their message. Book match advertising appears with dramatic effect in full-color and three-dimensional reality.

A Highly Flexible Advertising Medium

As more and more leading advertisers are turning to low-cost, hard-hitting, *efficient* selling with book matches, new, amazingly successful techniques of use are being developed.

Case after case has proved the effectiveness of book match advertising for new product promotions, building company prestige, brand name and package recognition, salesmen's aids, reaching hard-to-see prospects. Outstanding successes are being recorded with book matches personalized with the names or initials of prospects. Ingenious use is being made of intriguing "Product Replica" book match packages to stamp an indelible visual product image on prospects' minds.

Pioneering Book Match Advertising

Companies profiting from book match programs work hand-in-hand at every stage with Diamond, the pioneer in the field of book match advertising.

Diamond's Book Match Counselors are trained to work with companies and agencies to analyze specific sales problems and provide "on-target" book match advertising solutions.

Diamond's service is complete. Its Art Department, the nation's foremost book match design organization, cooperates with advertisers at all stages from rough sketches to final art. Diamond handles all details of distribution including mailing on dates specified by clients to lists of any size.

If your company is concerned about the high cost of advertising—and you are interested in the tremendous economy and effectiveness of book match advertising—send for a new folder describing *Diamensionized Book Match Advertising.*

diamond

Book Match Advertising Dept.
DIAMOND MATCH Division of Diamond Gardner Corp.
125-S Paridon St., Springfield, Mass.

execution of competitive strategy. Subtopics are competitive strategy in consumer goods industries, the image concept and marketing strategy, marketing strategy and media selection and competitive strategy in the broadcast industry. The week will end with a discussion of organization and delegation of work.

The second week includes planning, budgeting and controlling costs, and management of human resources. Subtopics are selection, compensation, development, motivation and appraisal of subordinates and supervision of subordinates. Final topic will be a review and appraisal of management performance.

Guest speakers will be Dr. Frank Stanton, CBS, July 16; Harold E. Fellows, NAB president, July 17; Dr. Kenneth Galbraith, Harvard economics professor, July 9, and Dr. Andrew Gyorgy, Boston U. professor of government, July 15. Dr. J. Sterling Livingston, Harvard professor of business and president of Harbridge House, management development consultants, is academic director of the seminar. William P. Gormbley Jr., assistant dean and director of Harvard's Advanced Management Program, is administrator director. Other faculty members are Alva F. Kindall and C. Roland Christensen, Harvard professors of business administration.

Changing hands

ANNOUNCED • *The following sales of stations interests were announced last week, subject to FCC approval:*

• WAMV East St. Louis, Ill.: Sold to Louis Strick and Joseph Calderon by advertising executive Robert W. Day for $300,000. The sale was handled by Blackburn & Co. WAMV is on 1490 kc with 250 w, affiliated with ABC.

• KWDM Des Moines, Iowa: Sold to General Broadcasting Services of Iowa Inc. (James Binger and Armin P. Buetow) by Des Moines Broadcasting Corp. (George W. Webber, president) for $200,000. The sale was handled by Edwin Tornberg & Co. KWDM is on 1150 kc with 1 kw, directional, and is affiliated with MBS.

• WCMW Canton, Ohio: Sold (50%) to present 50% owner Mrs. Geneva H. Gee (with son Richard Schultz) by S.L. Hoffman for $150,000. The sale also includes control of WARU Peru, Ind. WCMW is on 1060 kc with 1 kw, day. WARU is on 1600 kc with 1 kw, day.

• WDNG Anniston, Ala.: Sold to Thomas Potts by Ralph M. Allgood and Grover C. Wise for $85,000. The sale was handled by Blackburn & Co. WDNG is on 1490 kc with 250 w.

• KAVI Rocky Ford, Colo.: Sold to Edward J. Patrick and Charles R. Rutledge by Ray J. Williams (KAPI Pueblo) for $40,000. Mr. Patrick is former commercial manager of KWBY Colorado Springs. The sale was handled by Hamilton-Landis & Assoc. KAVI is on 1320 kc with 1 kw, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* For The Record, *page 96).*

• KMYC-AM-FM Marysville, Calif.: Sold by Horace E. Thomas and others to Carlton Broadcasting Corp. (John W. Sexton, president, is also president of Barbton Inc., which has 50% interest in transferee) for in excess of $200,000. KMYC is on 1410 kc with 5 kw, day, 1 kw, night, directional, and is affiliated with MBS. KMYC-FM is on 99.9 mc with 4.9 kw.

• KBLR-AM-TV Goodland, Kan.: Sold (the am) by James F. Blair to Tri-State Radio Inc. (Leslie E. Whittemore, president) for $145,000 plus $5,000 for transfer of the tv from Mr. Blair to Mr. Whittemore and eight others. KBLR is on 730 kc with 1 kw, day. KBLR-TV is on ch. 10.

• WLEU Erie, Pa.: Sold to Thomas R. Bromeley and others, doing business as Radio Station WESB (WESB Bradford) by L.E.U. Broadcasting Co. for $142,500. WLEU is on 1450 kc with 250 w.

• WEIM Fitchburg, Mass.: Sold to Radio Fitchburg Inc. (Norman Knight, who also owns WHEB Portsmouth, WTSV-AM-FM Claremont and WTSL Hanover, all New Hampshire) by Newcomb Broadcasting Corp. for $92,500. The transaction includes an additional sum of $39,000 to assignor President Arthur A. Newcomb at $150 weekly over five years as a consultant and not to compete. Comr. Robert Bartley abstained from voting. WEIM is on 1280 kc with 5 kw, day, 1 kw, night, directional.

• WJOB-FM Hammond, Ind.: Sold to Percy B. Crawford (WMUZ-FM Detroit and WLPH [FM] Lancaster, Pa.) by South Shore Broadcasting Corp. for $119,000. WJOB-FM is on 92.3 mc with 3.1 kw.

East **$350,000**

Coastal major market fulltime facility. Now operating profitably and showing consistent improvement. $100,000 cash required.

California **$240,000**

Top-rated and top volume fulltime outlet in one of most desirable large California markets. 29% down and balance on good terms.

South Central **$160,000**

Top-rated station in the market. Combination operation with excellent real estate. Can be financed on favorable terms.

Mountain State **$75,000**

Fulltime facility in good single station market. Made good profit in '58 and '59 looks even better. Owns land and transmitter building. 29% down. Five year payout.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN & COMPANY

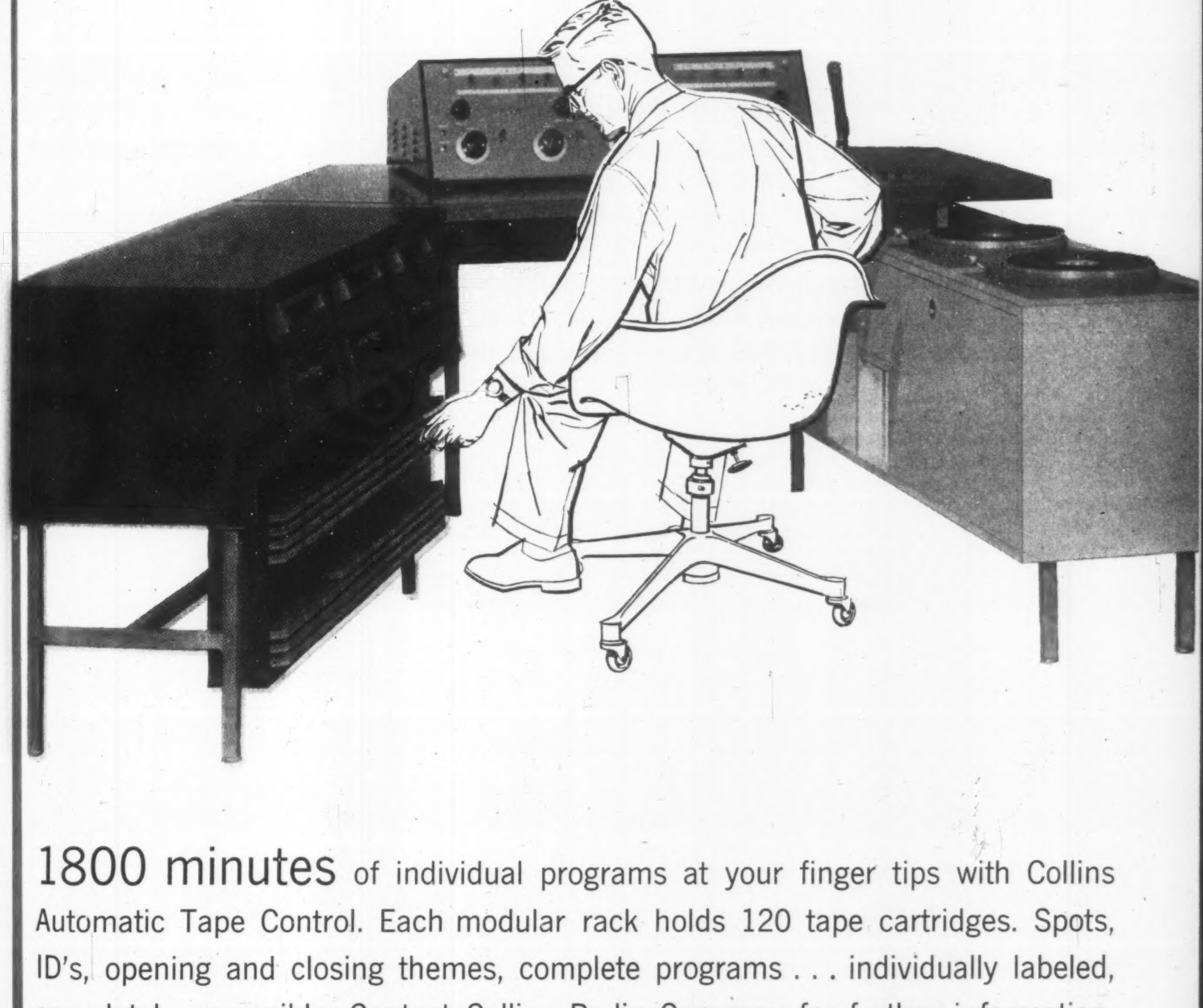
RADIO — TV — NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



1800 minutes of individual programs at your finger tips with Collins Automatic Tape Control. Each modular rack holds 120 tape cartridges. Spots, ID's, opening and closing themes, complete programs . . . individually labeled, completely accessible. Contact Collins Radio Company for further information.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

SEC. 315 LIBEL DANGERS ENDED

From now on broadcasters can't be sued for what candidates say

The U.S. Supreme Court last week brought an end to a historic double trouble for broadcasters.

By a narrow margin (5-4) the high court held that broadcasters are immunized from libel actions arising from appearances of political candidates. The immunization is implied by the political broadcasting law's prohibition against the censorship of candidates, the court ruled.

The ruling eliminated one of the issues now under dispute before the Senate and House in discussions over amendment of Sec. 315, the political broadcasting law (see story page 56). One of the several bills now under consideration would have amended Sec. 315 to provide libel immunity in addition to providing other relief from the present rigidities of the section.

The Supreme Court's majority decision, written by Associate Justice Hugo L. Black, held that Congress must have meant to protect broadcasters from libel damages when it required them to afford political candidates equal time and forbade any censorship of their speeches.

The dissent was written by Associate Justice Felix Frankfurter and was endorsed by Justices John M. Harlan, Charles Evans Whittaker and Potter Stewart.

In effect, the Supreme Court upheld a 1958 decision of the North Dakota Supreme Court that Sec. 315 of the Communications Act conferred immunity on broadcasters from damages for libelous remarks.

A Classic Case • The case involved the 1956 senatorial campaign in North Dakota. A.C. Townley, an independent candidate, charged over WDAY-TV Fargo, N.D., that the Farmers Union was tainted with communism. The Farmers Union filed a $150,000 libel suit against Mr. Townley and WDAY Inc., licensee of WDAY-TV. A state lower court held that Sec. 315 conferred immunity on the station and the state supreme court upheld this contention.

The case was argued before the Supreme Court last March (BROADCASTING, March 30). Counsel for WDAY and for NAB urged the Supreme Court to uphold the North Dakota decision. NAB's Douglas Anello told the court that if it could not find that Sec. 315 conferred immunity it should then determine that the equal time section of the Communications Act was unconstitutional.

The Farmers Union attorney urged that the court find that Sec. 315 does not confer immunity, that it does not apply to third parties (the Farmers Union was not a political candidate) and that common law rights should prevail. He also said that stations do have the power to delete libel, just as they have the power to expunge obscenity.

One of his main arguments was that Congress has been asked 16 times to write into the section the immunity claimed by the broadcasters and it has never done so. This meant, he contended, that Congress intended state libel laws to apply.

The Supreme Court decision was hailed by NAB's Harold E. Fellows as "gratifying to all Americans because it reflects the sense of fair play which is traditional in this country. It is particularly gratifying to broadcasters who otherwise would have been caught in the legal vise of a federal statute on one hand and state libel laws on the other."

Tom Barnes, general manager of WDAY-AM-TV, said he was "pleased" the Supreme Court upheld the two North Dakota courts in agreeing that "our interpretation" of Sec. 315 was correct. Through the years WDAY-AM-TV have provided time for candidates on an "absolutely equitable basis, even though sometimes this policy creates regrettable situations, as in the case of the Farmers Union," he said.

The Majority View • Highlights of the Supreme Court's majority decision:

- By "no censorship," Congress meant just that; there is no evidence that Congress intended "a narrower meaning." And above all, since 1948 FCC has held continuously that licensees cannot remove allegedly libelous matter. Legislative history of both Sec. 315 and its predecessor provision in the 1927 Radio Act "shows a deep hostility to censorship either by the Commission or by a licensee."
- Permitting a licensee to censor "would undermine the basic purpose for which Sec. 315 was passed—full and unrestricted discussion of political issues by legally qualified candidates . . . Congress sought to foster its [radio's] broadest possible utilization by encouraging broadcasting stations to make their facilities available to candidates for office without discrimination and by insuring that these candidates when broadcasting were not to be hampered by censorship of the issues they could discuss."
- There are difficulties in telling what is libelous and what is not. "Whether a statement is defamatory is rarely clear. Whether such a statement is actionably libelous is an even more complex question. . . ."
- If a station could delete what it considered defamatory material, it might, in an excess of caution, exclude all remarks even faintly objectionable. And, because of the importance of the time limit in political campaigns, there would not be time to correct such erroneous decisions. This almost inevitably might force a candidate to avoid controversial issues during political debates over radio and tv "and hence restrict the coverage of consideration rel-

HOW THE COURT SPLIT ON SEC. 315

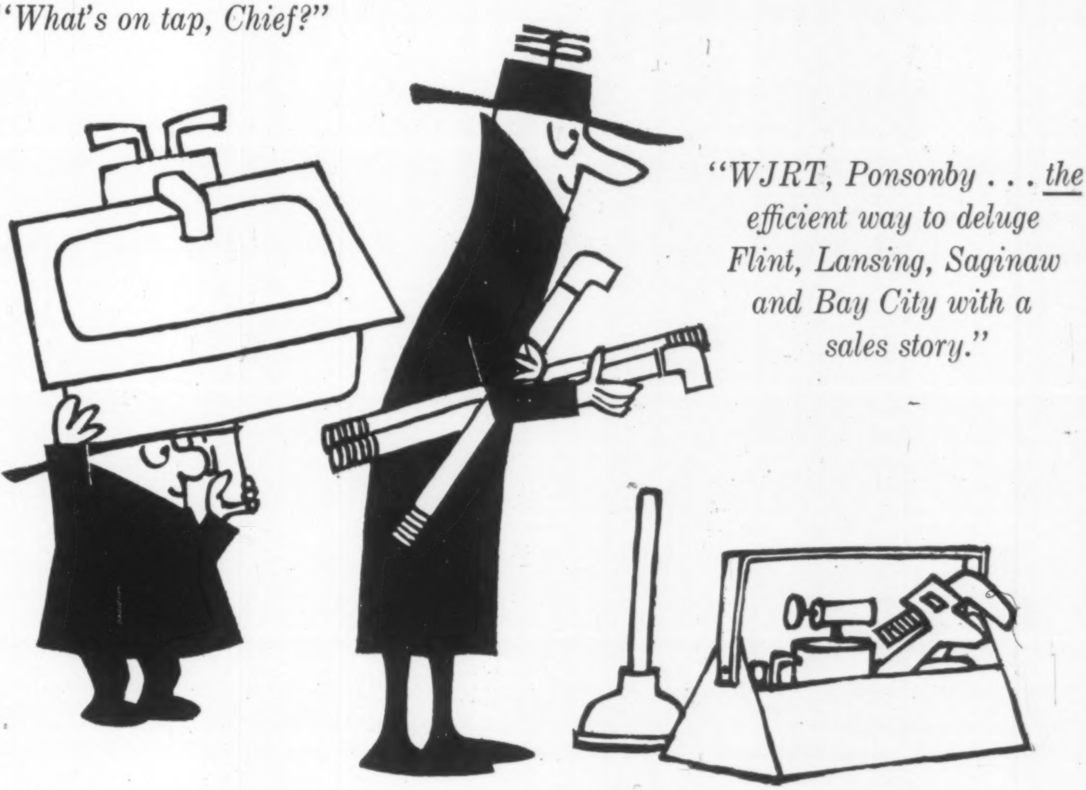
The majority

Warren Black Douglas Clark Brennan

The dissenters

Frankfurter Harlan Whittaker Stewart

Another thriller-diller from WJRT—



"What's on tap, Chief?"

"WJRT, Ponsonby . . . the efficient way to deluge Flint, Lansing, Saginaw and Bay City with a sales story."

Direct pipeline to all four of the big mid-Michigan metropolitan areas: that's WJRT, *the* efficient, single-station way to sell Flint, Lansing, Saginaw and Bay City. And you do it with a grade "A" or better signal. No need to skirt the issue when there's WJRT to put you in the winner's circle—to give you penetration of mid-Michigan's nearly half-million TV households from within. If your bailiwick's Flint, Lansing, Saginaw and Bay City, WJRT's your efficient blanket buy. There's room on the bandwagon. Come aboard!

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta evant to intelligent political decision."

- The section must confer immunity from libel actions, otherwise it "would sanction the unconscionable result of permitting civil and perhaps criminal liability to be imposed for the very conduct the statute demands of the licensee."

- Although Congress has not written immunity into the law, it has never upset the FCC's contention that Sec. 315 does confer immunity. ". . . with full knowledge of the Commission's interpretation Congress has since made significant additions to that section without amending it to depart from the Commission's view."

- Denying all political candidates access to the facilities of a broadcast station might protect broadcasters from liability, but "it would also effectively withdraw political discussion from the air. Instead the thrust of Sec. 315 is to facilitate political debate over radio and television."

The Dissent • Justice Frankfurter's dissent was based on his fear that the majority was invading the sovereignty of states.

He also questioned whether the FCC has strongly maintained the principle that Sec. 315 confers immunity. It has never, he said, issued a regulation or held an adjudicatory proceeding to determine this.

The 1948 Port Huron decision, he said, was only *dicta,* and was affirmatively embraced by only two of the five commissioners who voted.

The Port Huron case involved the license renewal of WHLS Port Huron, Mich. The station had cancelled several broadcasts by political candidates. The FCC renewed the license, holding that the station's action had not been deliberate, but stressed that the no censorship provision of Sec. 315 was absolute, and that since this was so it would protect a station from liability for defamation where the libel was uttered under compulsion of Sec. 315.

Justice Frankfurter stated that since that decision the Commission has referred to this principle "in increasingly tentative fashion."

Justice Frankfurter also maintained that Congress' lack of action in writing immunity into Sec. 315 could very well be considered a refusal to go along with the FCC in its thoughts on the subject.

". . . A conclusion that in failing to change Sec. 315 after the Port Huron decision Congress by its inaction effected the pre-emption which the Commission had found is an assumption wholly unsupported in fact. . . ." he stated.

"States should not be held to have been ousted from power traditionally held in the absence of either a clear declaration by Congress that it intends to forbid the continued functioning of state law or an obvious and unavoidable conflict between the federal and state directives," Justice Frankfurter said.

The dissenting justice also claimed that it very well could be that North Dakota might find that the station was liable for defamation but excuse it on the ground that it was forced to participate in the libel through Sec. 315—or that the station could claim privilege.

SEC. 315 PROSPECT: PARTIAL RELIEF

House subcommittee ends equal time hearing; Harris expects some revisions in rule will be made, though not what broadcasters wanted

The fate of Sec. 315 of the Communications Act now rests in the hands of Congress.

Broadcasters and other spokesmen, amidst a partisan clash among congressmen, last week completed testimony on proposed revisions of the equal time law before the Communications Subcommittee of the House Commerce Committee.

After three days of hearings Wednesday evening, (July 1), Chairman Oren Harris (D-Ark.) said: "I think we will be able to work out something on relieving broadcasters from the FCC's interpretation of Sec. 315 but it is not going to be what broadcasters want." This is identical to the position taken by Sen. John Pastore (D-R.I.), chairman of a Senate subcommittee which closed five days of hearings just before the House started taking testimony (BROADCASTING, June 29).

Much of last week's testimony was a repetition of statements given before the senate subcommittee, with most additions to the record coming from witnesses who did not testify before the Senate and through questions by the congressmen. Outside the hearing room, these developments took place:

The Supreme Court ruled that a broadcaster is not liable for statements made by a political candidate (see preceding story).

CBS Inc. appealed the FCC's decision that Lar Daly was qualified for equal time on newscasts to the U.S. Court of Appeals in Washington D.C.

Before the House • The subcommittee was considering eight bills amending Sec. 315, roughly divided into three categories, plus a proposal submitted by Comr. Frederick W. Ford with the backing of a majority of the FCC. Three of the bills, HR 5389 by Glenn Cunningham (R-Neb.), HR 5675 by Rep. J. Arthur Younger (R-Calif.) and HR 6326 by Rep. Paul G. Rogers (D-Fla.), would exempt newscasts from equal time. A fourth bill HR 8032, introduced by Rep. Ken Hechler (D- W. Va.), was submitted last Tuesday (June 30).

Four other bills are identical to Sen. Vance Hartke's (D-Ind.) "Fair Political Broadcasting Act of 1959," which would exempt newscasts, commentaries, panel and similar programs, defines "qualified" candidates and exempts broadcasters from libel. They were introduced by Reps. Joseph Barr (D-Ind.) HR 7122; Wayne Aspinall (D-Colo.), HR 7180; Byron Rogers (D-Colo.) HR 7206, and J. Edgar Chenoweth, (R-Colo.) HR-7602.

Also pending is HR 7985, introduced by Rep. Harris, which exempts newscasts, panel shows and political conventions but retains the equal time provisions on broadcast debates.

A partisan outburst occurred while Justice Dept. spokesman Robert Bicks was testifying Tuesday, but CBS Inc. President Frank Stanton became the innocent victim. Democratic members of the subcommittee had questioned Mr. Bicks on the basis in law for the Justice recommendation to the FCC that the Lar Daly decision be reversed. Rep. John Bennett (R-Mich.), ranking minority member of the subcommittee and also on the Legislative Oversight Subcommittee, attempted to enter in the record an inquiry of the Oversight body of Justice on the matter and the department's reply.

Hot Opposition • He was shouted down by Democratic members and Rep. Harris ruled that Rep. Bennett's statements were not pertinent to the matter before the Communications body and properly belong before the Oversight Subcommittee. The Republican repeated his earlier claim that the subcommittee had improperly attempted to influence the FCC and accused the

Democrats of interjecting Justice action into the hearing. Democrats denied the charges, claiming Rep. Bennett brought the subject up.

"I want the record to be straight as to who is intervening and trying to tell the court or the Commission what the law is," Rep. Bennett said. "It is the subcommittee of this committee which improperly attempted to tell the FCC how to decide the Lar Daly case. . . ."

Rep. John Moss (D-Calif.) retorted that there is "nothing improper about it at all. . . . I would say the gentlemen's conduct is improper at this point."

When Rep. Bennett was unable to get his statement in the record, he accused the committee chairman of "permitting one side of a position to be stated without giving an opportunity for all the facts to be presented." Rep. Bennett later told BROADCASTING that the Democratic majority's position had been "completely discredited. It was a cheap political trick."

Overnight Delay • Dr. Stanton suffered from the flareup because he followed Mr. Bicks to the witness stand a few minutes before noon Tuesday. Immediately after 12 noon, Rep. Bennett interrupted the witness to state: "I make a point of order, Mr. Chairman, that the House is now in session." This made it mandatory under House rules for Rep. Harris to adjourn the hearing.

The CBS president resumed on the stand when the hearing convened Wednesday morning. In a prepared statement, he repeated many of the arguments given before the Senate for revisions in Sec. 315 (BROADCASTING, June 29). In answer to questions, he said few complaints have been filed against CBS for violations of Sec. 315, but in impact they are "very tremendous."

"You are shortchanging yourselves, not going that extra mile to take in debates and panels . . . in any equal time exemptions," Dr. Stanton said when asked if he would accept exemption of newscasts. He saw nothing "improper" in the Justice intervention in the Lar Daly case.

Dr. Stanton said CBS particularly urged passage of the "Fair Political Broadcasting" bills (HR 7122, 7180, 7206 and 7602). As a strong second choice, with an amendment to include exemption for debates, Dr. Stanton supported the Harris bill. He said these bills will enable CBS to do "a far more meaningful and useful job of covering the post-convention campaign" of 1960 since the network will be able to concentrate on major candidates for President.

CHAIRMAN HARRIS
Some measure of relief is promised

"Perhaps someday the Congress will come to the conclusion, as we have, that the journalistic function of radio and tv can no more be reduced to legislative prescription than can the journalistic function of newspapers and magazines," Dr. Stanton said. "Fairness and even-handed treatment of politics and political candidates is not . . . a fit or even a possible subject for effective and sensible legislative or administrative prescription." However, he said, he was not suggesting that consideration be given to ultimate repeal of Sec. 315.

The CBS appeal to the courts was based on the public interest Dr. Stanton said. In it, the network asked the court for a pre-hearing conference as soon as possible and for full arguments early in the fall so that a decision could be made before the 1960 campaigns. The network maintained the Commission interpretation of Sec. 315 in the Lar Daly instance is "erroneous and invalid" on two counts.

The "face or voice" of a candidate on a news show is not a "use" of radio-tv under Sec. 315, the network told the court, and that if the act is construed to cover news, then Sec. 315 is a violation of the first and fifth amendments to the Constitution.

Wary Lawmakers • Questions put to Mr. Stanton and other witnesses clearly indicated that the congressmen were principally concerned that changes in Sec. 315 would lead to abuses. Three members of the subcommittee, and all but one member of the nine-man body attended much of the three-day hearings, cited what they claimed were abuses of the equal time provisions.

Rep. Moss said there are substantial "rumors that many small stations will give a candidate favorable mention on alleged news shows in exchange for a "healthy purchase" of time. "Primarily their interest is in revenue," he said. "They have not a regular news department. This is where I am concerned about abuse if we have no guidelines."

Rep. William Avery (R-Kan.) took an attitude more favorable to broadcasters. "I do not share the apprehension that some members of the committee show of what might happen to the industry if Sec. 315 were modified or possibly repealed," he said. "I think there is public censorship that prevails here despite any legal provision or anything that might be done in legislation."

On the whole, committeemen publicly agreed that some change in Sec. 315 would be recommended by the committee. The big question remaining is whether it will go beyond exempting straight newscasts.

Justice vs. FCC • Mr. Bicks, acting assistant attorney general, said that the FCC's Lar Daly decision complied with "neither the language of the statute nor its legislative history . . . This department believes the Commission's view lacks support in law." He said it might well be overruled in the courts as a result of the CBS appeal, but said this would come too late to help broadcasters in giving adequate coverage to the 1960 elections.

"With such factors uppermost, this department suggests that Congresses act now to overturn Lar Daly," Mr. Bicks emphasized.

Rep. John Flynt (D-Ga.) said there were indications that "expediency rather than principle may be determining the Justice Dept.'s policy on this particular question right now." He pointed out that, in 1955, the House Commerce Committee then was considering revision of Sec. 315 and that Justice refused to comment on what he said was then termed "delicate legislative policy. . . . This entire controversy which we have before us today might have been avoided by legislation at that time."

Mr. Bicks countered that the Justice position was determined on nothing but "good-faith judgment." He said the Lar Daly decision had "sharply changed" the context on which the 1955 statement was predicated. Justice, he repeatedly stated in answering the questions of Democrats, intervened only because it felt the FCC decision was lacking of support in law.

Rep. Walter Rogers (D-Tex.) asked Mr. Bicks if the President and/or the Attorney General had referred to the

FCC decision as "ridiculous." "I never know who says what. I never know who is in charge [at the White House]," Rep. Rogers said.

'Common Carrier' Law • FCC Chairman John Doerfer again advocated repeal of Sec. 315 with the proposal by Comr. Ford as his second choice. He maintained that the concept of fairness for political candidates cannot be adequately defined or administered effectively by the FCC. Sec. 315 is the only common carrier provision in the broadcasting laws, he claimed. "It is contrary to the orginial philosphy of Congress."

The chairman maintained that Sec. 315 was passed without any evil having been demonstrated. Most laws in civilized nations are passed after a definite need for them has been shown, he said. "What you don't do in 1959, you will have to do in 1969 or 1979," Comr. Doerfer told the Congressmen in urging outright repeal.

Rep. Rogers asked if it would not be "dangerous" to place equal time responsibility with stations. "I can conceive of no better judge on the spot than the broadcaster," Comr. Doerfer replied. "He is experienced and has got to be fair."

Comr. Ford told the subcommittee that he spent "a large amount of time studying both the Lar Daly case and the consequences of it and the possible ways in which it might be ameliorated or changed. . ." The Ford proposal was the result of this study, he said. It would exempt newscasts and special events "such as political conventions," and would require "objective presentation thereof in the public interest."

Just as in the Senate hearings, there was considerable discussion and debate as to just what would constitute "special events" and "objective presentation."

Comr. John Cross urged that if Congress makes any changes in Sec. 315, such changes be "very specific so that there will be no question as to intent." Use the most direct and foolproof language possible, he said, and specifically name and define types of programs which would be exempted.

Letter of the Law • NBC Board Chairman Robert Sarnoff, when asked if a "literal interpretation" of Sec. 315 would solve the equal time problem, stated that it was just such a "literal interpretation" which has created the problem. Mr. Sarnoff proposed several amendments to pending bills which he said would make them acceptable to NBC.

When Rep. Rogers complained that NBC's proposals covered "about everything but westerns," Mr. Sarnoff replied that he tried to make it as broad as possible to permit broadcasters to do the best possible job within the limits of

CBS

WBNS RADIO
COLUMBUS, OHIO
John Blair & Co., Representatives

Our sixth annual free Zinnia Seed offer brought 23,727 requests from 232 towns in 58 out of 88 Ohio counties. This even out-pulses our Pulse.

in Synonyms...

ROGET'S THESAURUS

it's Roget's Thesaurus

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Finding the **right** word is the first principle of being articulate. **Respected** (esteemed, time-honored, venerable) and **authoritative** (reliable, accurate, informative) fittingly describe Roget's Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to **BROADCASTING YEARBOOK,** the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the **right** facts is the first principle of being profitably informed. The 1959 **BROADCASTING YEARBOOK** – covering **both** TV and radio – will be on their desks in August (and a full 12 months thereafter). They'll find it more valuable than ever...a veritable thesaurus* of information on every aspect of broadcast advertising. If **you** have a message for people who make TV-radio decisions, here's **THE** forum wherein to speak up! **Circulation:** 16,000. **Final deadline:** July 15 (or – for proofs – July 1). **Reserve the position you want NOW before it's gone!**

*The Greeks had words for almost everything. "Thesaurus" meant a treasury or storehouse; the 1959 BROADCASTING YEARBOOK is a treasure-trove of facts. Get it?

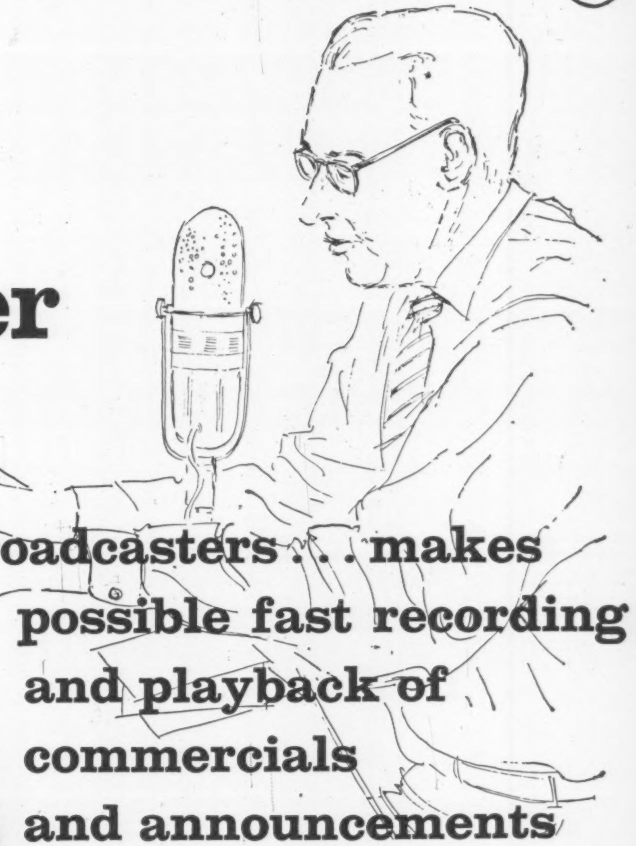
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

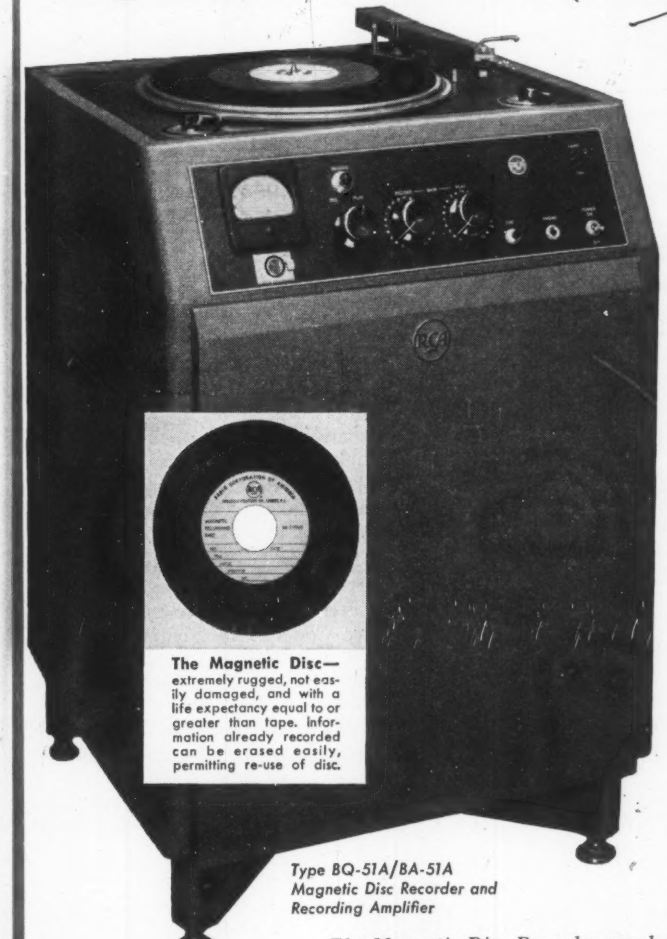
ASSURING THE MOST FOR YOUR EQUIPMENT DOLLAR RCA

new RCA magnetic disc recorder

combines advantages of tape and disc!

A great new tool for broadcasters . . . makes possible fast recording and playback of commercials and announcements





The Magnetic Disc—extremely rugged, not easily damaged, and with a life expectancy equal to or greater than tape. Information already recorded can be erased easily, permitting re-use of disc.

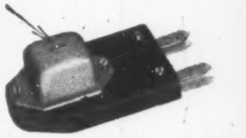
Type BQ-51A/BA-51A Magnetic Disc Recorder and Recording Amplifier

This new Disc Recorder, a completely self-contained unit, meets the broadcaster's requirements for fast recording and playback of commercials and announcements. Extremely simple in operation, it minimizes the skill required to produce a professional recording. Grooves for recording are molded into the blank disc. No cutting mechanisms, optical devices and heated styli are needed; the same equipment serves for recording and playback. All of the advantages of magnetic tape recording are retained in the magnetic discs, yet winding, splicing, cuing and other tape handling problems are eliminated.

A recording time of 70 seconds is obtained from each side of the magnetic disc, which includes 10 seconds for "cue-in" and "trip-out" cue tones. The magnetic discs are recorded at 33⅓ rpm.

The magnetic head used in the system consists of two C-shaped laminations made of a material that is extremely hard physically, but with very high permeability. A newly designed tone arm which accommodates standard MI-11874-4 (1 mil) and 11874-5 (2.5 mil) pickups also can be handled by means of a plug-in socket arrangement. It can be used for reproducing standard transcriptions and phonograph records up to 12 inches in diameter at 33⅓ or 45 rpm.

Magnetic Recording Head. The magnetic pole pieces which do the recording protrude through the narrow slot (see arrow).



The Magnetic Disc Recorder can be the first of the building blocks in preparing for automatic programming. For complete information on the Disc Recorder and companion units, call your RCA Broadcast Representative or write RCA, Dept. WB-22, Bldg. 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Tmk(s)®

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY

KJEO-TV . . .
Home of 6 of the top 11 shows in this 3 station market (Source: Current ARB)

FRESNO, California

Top of the ladder way to reach this nation's No. 2 retail sales market among 150,000 population cities (Source: Sales Management)

KJEO-TV . . .
Home of the best spot buys with daily quarter hour leadership noon to sign off (Source: Current Nielsen)

KJEO-TV . . .
Home of the lowest base rates in Central California (Source: your SRDS!)

KJEO channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm— Commercial Manager
See your H-R representative H-R

getting some kind of action.

Francis Littlejohn, director of ABC News and Special Events, submitted a statement by ABC Vice President John Daly which was identical to Mr. Daly's statement before the Senate. Rep. Flynt received a negative reply when he asked if Mr. Littlejohn was an officer of ABC and Rep. Moss said that he had several questions he would like to ask the author of the statement but would withhold them since Mr. Daly was not present.

Censorship Threat • Rep. Paul Rogers of Florida, author of HR 6326 and a member of the parent Commerce Committee, said that if Sec. 315 is extended to newscasts "it is entirely possible that such an interpretation, if carried to its logical conclusion, might result in unwarranted federal control over the material content of news programs. In effect, this is a situation in which the federal government has substituted its judgment of what is properly the subject of a newscast for the considered, good-faith judgment of radio and tv news staffs."

This interpretation does violence to a basic right long enjoyed by the industry and also serves to stifle the efforts put forth by stations to keep the public informed, Rep. Rogers said. "I am very strongly in favor of this legislation and hope we will be able to take action this session."

Rep. Barr, author of HR 7122 giving broadcasters broad Sec. 315 exemptions, said that clarifying legislation is long overdue. "The airwaves of the U.S. still belongs to all the people. They are today providing an important source of news which the voters need to make an intelligent appraisal of the conduct of this government," Rep. Barr said. "The men who wrote the Constitution . . . clearly recognized that democracy cannot work without free and effective sources of communications."

Rep. Cunningham, author of the first bill (HR 5389) introduced following the FCC's February Lar Daly ruling, said that rarely had there been such public support for any legislative proposal as there has been for a change in Sec. 315. He said it is encouraging that a majority of the Commission supports an equal time revision because "that is the agency that has to live with and interpret Sec. 315."

The Nebraska Republican, first witness when the hearings began Monday (June 29), said that broadcasters have achieved an excellent record of fairness in reporting political news. "But now the stations and networks are faced with an impossible situation," he said.

Sen. Hartke, author of S 1858, submitted a statement for the record of the House hearings in which he said the just-completed Senate hearings "reaffirmed my belief that Sec. 315 must be amended, and it must be done so now." He said present regulations are based on "ambiguous and obsolete statutory language. The lack of full definition and the sometimes seemingly inconsistent position of the Commission can to a great extent be explained by the lack of any definite statement of congressional policy in Sec. 315."

Makes Concession • During the Senate hearings, Sen. Hartke pushed each witness for approval of his bill which proposes much broader exemptions than most of the other measures. Before the House, however, he said if his broad language would handicap the passage of any bill, then Congress should adopt one of lesser proportions to make sure that the Lar Daly decision is corrected.

Democratic National Chairman Paul Butler, testifying Wednesday, said that "it is absolutely essential in the public interest that the Congress pass legislation in this session to remove the shackles which this unwise [Lar Daly] decision has placed on the broadcasting industry."

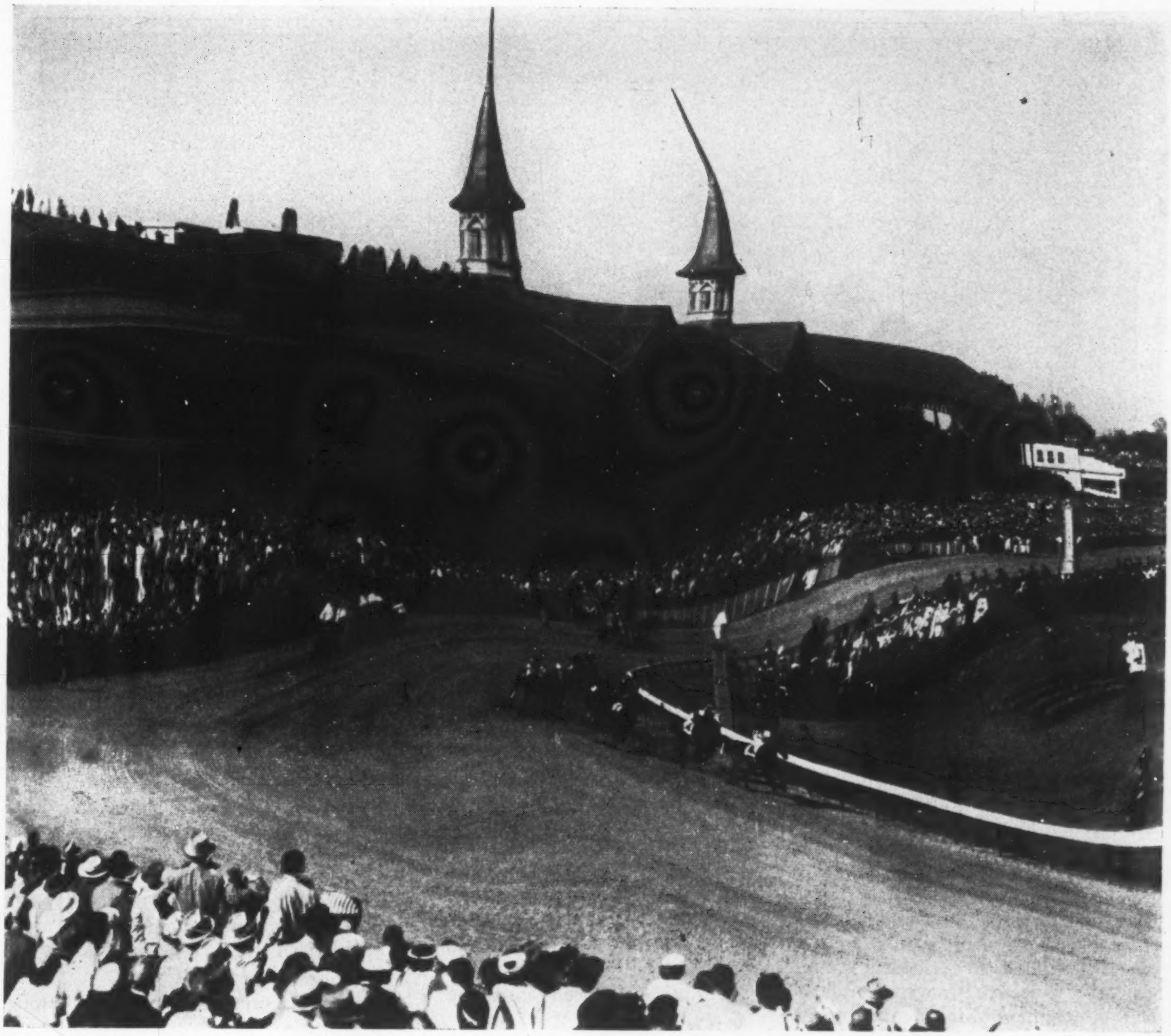
This is an apparent complete reversal of a stand take by Mr. Butler in a letter to the Senate committee commenting on the Hartke bill [Broadcasting, June 22]. In that letter, Mr. Butler endorsed all provisions of S 1858 except Sec. (e), which would exempt newscasts, documentaries and similar programs. At that time, Mr. Butler said he was concerned that such an exemption would lead to "very serious abuses.")

Last week, Mr. Butler repeated his fear that some abuses would result with the exemption of news shows and declared that broadcasters should be held responsible in such instances. He said safeguards can be assured by defining qualified candidates at all levels of political life.

The Democratic chairman said that the Harris bill does not provide broad enough exemptions for news-type shows. He urged Congress to exempt political debates also and to act without waiting for the outcome of the CBS court appeal. As to how far Congress should go, Mr. Butler said: "Certainly I do not agree with the proposal to repeal Sec. 315."

Following Mr. Butler's testimony, a letter from Sen. Thruston Morton (R-Ky.), chairman of the Republican National Committee, was entered in the record. "I want to be on record as favoring revision to relieve the broadcasting industry of the unfair burden which this section places upon it," Sen. Morton stated. However, he said, the intent of Sec. 315 should be preserved with a relaxation of the letter of the law.

Broad New Section Urged • Ralph Renick, vice president of WTVJ (TV)



Yes, Suh, you saw it right!

Julep-eye views of Churchill Downs notwithstanding, you're *right* about Kentucky television! WAVE-TV *does* have balanced programming, ratings, coverage, costs-per-thousand *and trustworthy operation.*

WAVE-TV

CHANNEL 3 • Maximum Power • NBC
LOUISVILLE

NBC SPOT SALES, Exclusive National Representatives

An example of Sec. 315 in practice • In the performance of its duty (as interpreted by Sec. 315 of the Communications Act) WPRW Manassas, Va., presented a political program June 27 which resulted in the gentlemen above receiving "equal time" to discuss their candidacies for various county and state offices. WPRW wanted to present candidates' qualifications in the most impartial way and began planning a *Meet Your Candidate* program from the local high school auditorium.

Research showed that 21 candidates for various public offices were opposed on the July 14 ballot in Prince William County (locale of WPRW). Three weeks before the scheduled program invitations were mailed to all 21. Nineteen accepted the invitation, according to General Manager William T. Merchant.

Each candidate for countywide or state office had five minutes to present his case while magisterial district candidates were given four minutes.

Miami and president of the Radio-Tv News Directors Assn., recommended congressional approval of the amendment proposed in a June 29 editorial in BROADCASTING. This proposal would repeal Sec. 315 and substitute a new section providing that stations must grant equal time for all time paid for by political candidates.

He said it would be "folly" to attempt to describe a news program and leave it up to FCC to decide if a station provides "objective" coverage under such a definition. Mr. Renick maintained that Sec. 315 is a form of censorship and as such is a violation of both the Communications Act and the Constitution. "No amount of amendments will make right a wrong," he said.

John F. Lewis, chairman of the RTNDA freedom of information committee and news director of WBAL-AM-TV Baltimore, repeated his association's conviction that Sec. 315 should be repealed outright. In urging adoption of pending legislation, he said such action should not be regarded as acceptance that some form of regulation is needed.

"The cynicism of American people with regard to politics will not be lessened if news directors are forced to grant equal time to all candidates . . . or forced to ignore the thorough coverage of politics in an election year," Mr. Lewis said. "The public is also apt to lose its faith in the integrity of news reporting if that reporting can no longer be objective and analytical in front of microphones and cameras."

NAB President Harold Fellows and Westinghouse Broadcasting Co. President Donald McGannon repeated essentially their testimony before the Senate [BROADCASTING, June 29]. Both urged repeal of Sec. 315 as their first choice, but, if this is impossible, recommended passage of various revisions pending. Neither was questioned by the congressmen.

Daly Cites Broadcast Impact • Lar Daly, who as a candidate for mayor of Chicago filed an appeal for equal time with the FCC which resulted in the many bills introduced amending Sec. 315, was on the witness stand for less than 30 minutes. He, too, submitted a statement identical to one given before the Senate [BROADCASTING, June 22] and was not questioned by the committee.

Mr. Daly presented two articles from the June 29 issue of BROADCASTING, "Why News Is Tv's Hidden Asset" and "Stores Hardly Miss Newspapers," as "extremely important" to his contention that radio and tv news shows should not be exempt from Sec. 315. He said the tv news article explains in 300 words why Congress cannot alter Sec. 315.

Following Mr. Daly Wednesday, three other opponents of any change in Sec. 315 testified very briefly and in each instance none were questioned. They were Joseph A. Shafer, defeated Republican candidate for mayor of Philadelphia in the May primary, Aaron Orange of the Socialist Labor Party, and William Price for the United Independent-Socialist Committee.

The concluding four witnesses were unhappy because, they claimed, the House subcommittee had refused them "equal time" to answer the broadcasting industry. "This is the usual deal that minority candidates get," Mr. Orange charged. "We get the same treatment from the FCC."

Other Opinions • Submitting statements for the record were Robert Swezey, executive vice president of WDSU-AM-TV New Orleans, Lawrence H. Rogers, president of WSAZ-AM-TV Huntington, W.Va., Amvets, American Civil Liberties Union and Veterans of Foreign Wars.

ACLU urged that "a more thorough study should be made," perhaps by "a Presidential commission," before Congress acts either to amend or reaffirm Sec. 315. "Changes in the law," the statement said, "would not only affect the radio-tv industry but would also have a sharp impact on our political party structure and our system of political campaigning. The issue should not be treated lightly, but should receive the most careful consideration through deep fact-finding . . . "

ACLU renewed its opposition to FCC's Lar Daly decision extending Sec. 315 to newscasts, but it did not think news programs should be totally exempt. Some stations might be too lenient in defining one candidate's political activity as "news" and thus give him a disproportionate amount of "news" coverage, the statement asserted. It suggested that "bona fide newscasts" having overall balance be exempt but that Sec. 315 should be invoked in the case of any newscast or other program which "leans so heavily to one candidate as to constitute in fact a 'use' of the station."

John W. Mahan, VFW commander,

stated: "It is my considered judgment there should be substantial revision of Sec. 315 of the Communications Act which would correct the abuses of equal time in the use of radio and television in political campaigns. The radio and tv industry should not be 'handcuffed' in presenting the political picture on national, state and local levels to the American people. Any equal time provision should apply only to *bona fide* candidates . . ."

FCC won't stay WABC renewal order

The FCC last week refused to stay or extend a September 1958 decision ordering ABC-owned WABC New York to file for license renewal in the 18-year-old squabble between WABC and KOB Albuquerque, N.M., over 770 kc. But the FCC, which had ordered WABC to file for renewal by last Wednesday (July 1), extended the required filing until 30 days after it has disposed of a pending WABC petition for rehearing of the September 1958 decision.

(The FCC on June 24 issued instructions to its staff looking toward denying WABC's request for rehearing, filed last October.)

WABC had asked the stay earlier last week and asked, as an alternative, that it be given time to comply with the September 1958 order. It also asked that if neither of the two alternatives were granted that it be given 30 days after disposal of its petition for rehearing to file for renewal. FCC granted this request last week, but on its own motion.

The September 1958 FCC action ordered both WABC and KOB to operate on 770 kc, both with directional antennas, and ordered WABC to file for license renewal 11 months before its normal expiration date (June 1, 1960) to implement the order. The decision (BROADCASTING, Sept. 8, *et seq.*) maintained 770 kc as a Class I frequency and approved a power of 50 kw, night directional, for KOB.

KOB was assigned 1030 kc with 10 kw in March 1941, but later that year was placed on 770 kc with 50 kw day and 25 kw night by FCC special service authorization. WABC has opposed this sharing of the 770 kc frequency ever since and two appeals courts decisions have forced the FCC to (1) give WABC a hearing and (2) furnish WABC protection at night (by directionalizing KOB).

WNHC-TV reversal

The FCC last week reversed an initial decision of last summer and directed preparation of a document which would revoke a 1957 grant to ch. 8 WNHC-TV New Haven, Conn., to change its transmitter location and increase antenna height. The WNHC-TV modification has been fought by ch. 22 WWLP (TV) Springfield, Mass.

Hearing Examiner Basil P. Cooper last year (BROADCASTING, July 7, 1958) recommended reinstating a postponed October 1957 FCC grant of the WNHC-TV modification. This included moving the WNHC-TV transmitter from Gaylord Mountain, 8.8 miles northwest of New Haven, to Mount Higby, 13.9 miles northeast of the present site and 19.8 miles north-northeast of New Haven. The grant also covered an increase in antenna height from 720 ft. to 770 ft. and change in antenna and other equipment.

WNHC-TV is part of the Triangle Stations group. WWLP is one of the William L. Putnam Stations.

KSOO Sioux Falls, S. Dak.

sincerely thanks

The Crusade For Freedom
The Advertising Council
The National Association of Broadcasters

for the distinguished

First Place Award* in the Crusade For Freedom's 1959 Truth Broadcaster Program

KSOO, now in its 33rd year of public service to South Dakota, northwest Iowa and western Minnesota, feels an added satisfaction in having also won the 1959 National Safety Council Award.

Additionally, KSOO for the ninth consecutive year, in the interest of agriculture and farm safety will co-sponsor with S. Dakota State College the statewide popular Corn Picking Contest. In 1957 KSOO sponsored the National Mechanical Corn Picking Contest. KSOO is proud of its many contributions to agriculture and farm safety and civic affairs.

Avery-Knodel, our national representative, will be glad to tell you why KSOO is an outstanding advertising value in the north central states.

* First place award for stations of 10,000 watts or more

10,000 w day
5,000 w nite

KSOO
Sioux Falls Broadcast Association, Inc.
Sioux Falls, S. Dak.

1140 kc
Morton H. Henkin
President

FCC REGULATION OF CATV URGED

Broadcasters protest unfair competition before Senate group

A move got underway last week to force community television systems under the regulation of the FCC.

Not only that, but there was heavy pressure applied to hobble the cable companies by writing into law that the Commission prohibit wired tv if it should adversely affect local tv stations.

This was the significant result of two days of hearings before a Senate Commerce communications subcommittee which saw a parade of witnesses urge—

- Regulation of catv operations.
- Legitimization of vhf booster services.

The attack on catv's freedom from regulation was mounted by western broadcasters.

Not only did they cite alleged instances of unfair competition from unregulated cable companies, but they also urged prompt consideration of booster licensing.

The only discord came when Sen. John O. Pastore, committee chairman, questioned whether Congress should compel cable companies to carry the local tv station and whether the FCC should be required to find that a booster or a catv system would have no effect on local telecasting stations.

The peppery Rhode Island Democrat said he felt that the first smacked too much of compulsion and the second of protecting the economic interests of broadcasters.

At the end of the week, broadcasters were huddling to find a compromise solution to this viewpoint.

These provisions are contained in S-1886, filed by Sen. Frank E. Moss (D-Utah). Sen. Moss' bill not only included the FCC recommendations to bring boosters under FCC jurisdiction, but also catv systems.

The FCC had not asked for regulatory authority over cable companies (BROADCASTING, April 20).

Monroney Bill • A simpler bill (S 2303) bringing community television systems under FCC jurisdiction was introduced last week by Sen. A.S. Mike Monroney (D-Okla.). The bill makes no mention of these contentious provisions. It is sponsored by cable operators.

The hearings on boosters and catv operations resume tomorrow (July 7) and again on Thursday (July 9). To be heard are more witnesses for broadcasters and booster operators.

Community tv operators will have their day July 14.

During the course of the hearings, Sen. Pastore prophesied that "you will have your legislation", but warned that if it contained controversial sections he doubted there would be any legislation at all.

Lined up in favor of Sen. Moss' bill particularly as it favored the establishment of boosters were Sens. Mike Mansfield (D-Mont.), John A. Carroll (D-Colo.), Frank Church (D-Idaho), and through his office, Joseph C. O'Mahoney (D-Wyo.).

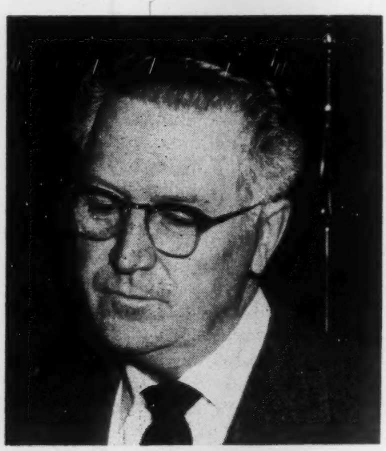
Sen. Gale W. McGee (D-Wyo.), a member of the subcommittee, also spoke up in favor of this move. He seemingly sided with broadcaster witnesses in their attacks on cable antenna systems.

Several of the senators claimed that the FCC already has the power to regulate boosters and community tv systems.

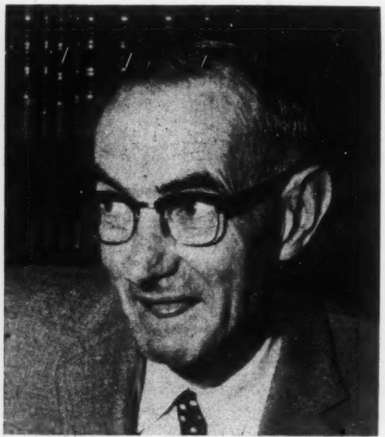
These broadcasters appeared: Rex Howell, KREX-TV Grand Junction, Colo.; George Hatch, KUTV (TV) Salt Lake City, Utah; Ed Craney, KXLF-TV Butte, Mont.; Frank Rearson, KGEZ-TV Kalispell (now KLUR [TV] but off the air), Bill Grove, KFBC-TV Cheyenne, Wyo.; Marshall H. Pengra, KLTV (TV) Tyler, Tex., and Walter Marshall, KXLJ Helena, Mont.

Broadcasters' Position • The broadcasters urged that catv operators be licensed by the FCC; that they be required to secure the permission of the originating station to distribute its signals; that they be required to carry the local station if so requested; that the present ease of catv securing outside tv signals through microwave relays be made more difficult and, above all, that the FCC be required to take into account the impact of cable antenna operations and of boosters on the local tv station.

Mr. Howell called the catv systems the "least desirable" of the repeater services. This is so, he said, because



Least Desirable • Catv serves only heavily populated areas, discriminates against those living outside town and those unable to pay, says Rex Howell, KREX-TV Grand Junction, Colo.



Watchdog for Small Tv • Member of FCC ought to safeguard interests of small city tv. This is recommendation of Frank Reardon, principal owner of now-dark KGEZ-TV Kalispell, Mont.

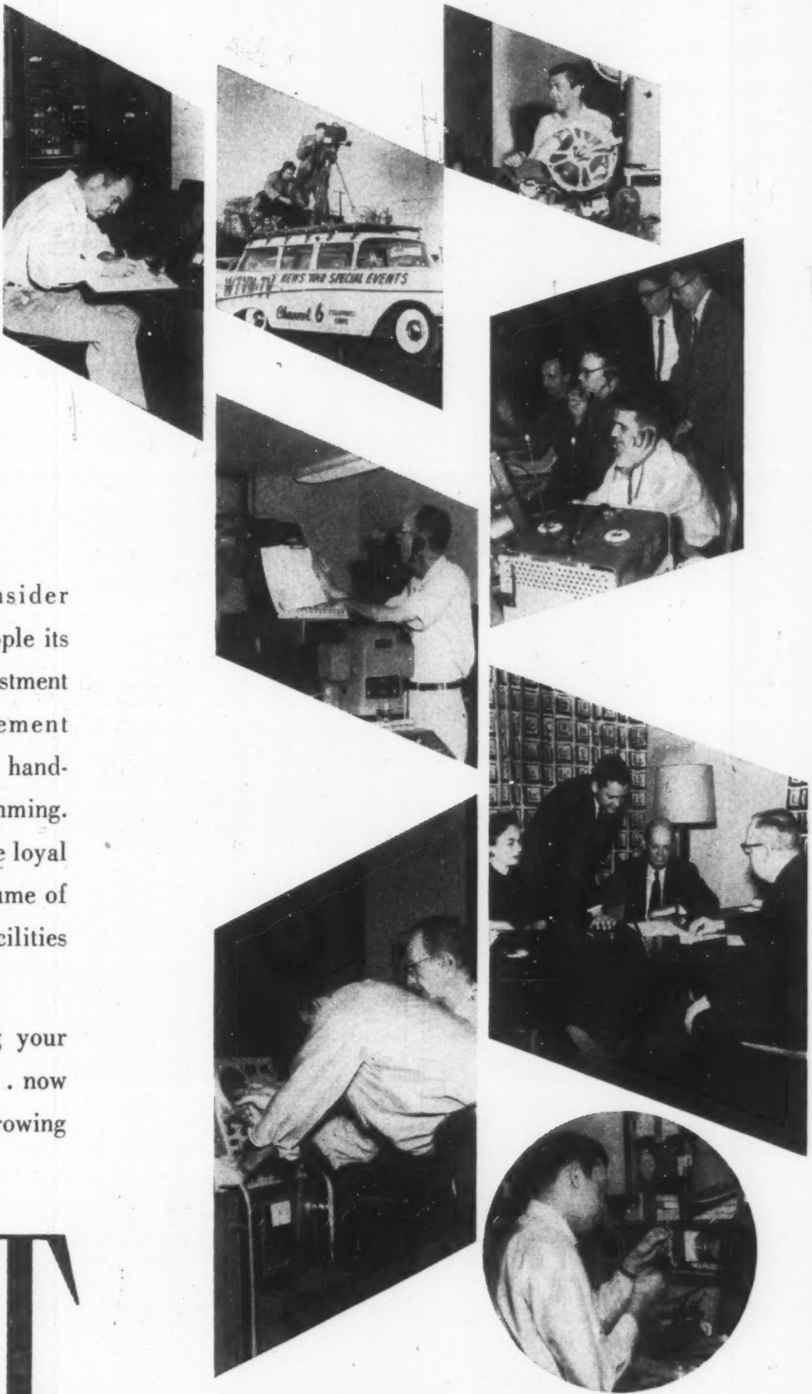
Free Tv in Danger • So says Ed Craney, KXLF Butte, Mont., who charges if FCC had taken action sooner American public would have been saved $10 million in catv charges.

these are

assets

THE TAFT STATIONS consider skilled, creative, experienced people its most important assets. This investment in people, from top management through every level, pays off handsomely in high quality programming. This policy results in larger, more loyal audiences and . . . increased volume of sales for Advertisers using the facilities of the Taft Stations.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.


WTVN-TV NEWS AND SPECIAL EVENTS
Channel 6

the TAFT radio and television stations

WKRC-TV Cincinnati, O.
WKRC RADIO and FM
WTVN-TV Columbus, O.
WTVN RADIO and FM
WBIR-TV Knoxville, Tenn.
WBIR RADIO and FM
WBRC-TV Birmingham, Ala.
WBRC RADIO and FM
WKYT-TV* Lexington, Ky.

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

KSO
ON
THE
GO!

KSO ON THE GO!

Livewire KSO RADIO is setting a new Pulse pace in Des Moines and Centraliowa! Now topping *three* network stations—and most quarter-hour gains of *all* stations:

KSO is up 42 from 6 a.m. to 6 p.m. This whopping climb is against a gain of only 5 for network station 'R' and zero for independent station 'I' (Mon. thru Fri.—Pulse May, 1958—March 1959) Hooper up, too, 68%.

And you *still* get that low, low cost per mmmmmmmmm!

IN DES MOINES AND CENTRALIOWA, BUY

KSO

PHONE TONY MOE AT KSO

or contact **H-R** *REPS*

LARRY BENTSON President | TONY MOE Vice-Pres.-Gen. Mgr. | JOE FLOYD Vice-Pres.

they only serve urban areas. They also discriminate against the public, he said, because only those who can afford to pay get the service. He related plans to bring Denver tv into Grand Junction and warned that if necessary he might have to become a cable operator himself.

Mr. Craney attacked the FCC for not coping with this problem years ago. He warned that "free television in the smaller cities in the west is in danger."

Mr. Hatch related plans to bring Salt Lake City stations into Twin Falls, Idaho. If this happens, he said, sponsors will no longer be interested in buying KLIX-TV Twin Falls. This will result in a deteriorated service or none at all. He also objected to the competition of unregulated catv service which pays no fees for music or talent and which uses these programs without consent, clearances or payment.

Tit for Tat • Mr. Grove emphasized that broadcast stations cannot rebroadcast the signals of another station without that station's permission. Why should not catv systems be forced to abide by the same regulation, he asked.

Mr. Reardon updated the plight of KGEZ-TV (now KULR [TV]) Kalispell, which is 30% owned by the local catv system. He turned the management of the station over to the catv president in October 1958, he related, and it went back on the air and remained operating until May 27, 1959, when it went dark again. Losses were more than $10,000, he explained. He urged prohibition against microwave facilities for cable companies.

Mr. Pengra asked that community tv systems be barred from duplicating any program carried by the local station; be prohibited from degrading the signal of the local station which must

Booster Guardian • Edwin C. Johnson, former U.S. Senator and Governor of Colorado, speaks up for non-profit vhf booster. Sees only opposition from catv operators.

Make Them Pay Too • George Hatch, KUTV (TV) Salt Lake City, relates charges he has to pay on music royalties, talent fees and others. But, catv operators do not pay these charges.

Protect Property Rights • Bill Grove, KFBC-TV Cheyenne, Wyo., warns that catv and boosters must be considered supplementary to local tv stations.

Rope and Tie 'em • Marshall Pengra, KLTV (TV) Tyler, Tex., wants catv forbidden to duplicate local programs from sources other than local station.

A moderate low-fat well-balanced breakfast for a man of 25 years

When a moderate reduction of dietary fat is indicated, it is worthwhile to consider a basic cereal and milk breakfast which, as shown in the table below, *contributes well-balanced nourishment. This breakfast is moderately low in fat because its fat content of 10.9 gm. provides 20 per cent of the total calories.* It provides "Men, 25 Years" with approximately one-fourth of the recommended dietary allowances[1] of protein, important B vitamins, essential minerals; and provides quick and lasting energy. The Iowa Breakfast Studies demonstrated for young men that a basic cereal and milk breakfast maintained mental and physical efficiency during the late morning hours and that it was superior in doing so when compared either to a larger or smaller morning meal.

recommended dietary allowances and the nutritional contribution of a moderate low-fat breakfast*

Menu: *Orange Juice—4 oz.;*
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (*white, enriched*)*—2 slices;*
Butter—5 gm. (*about 1 teaspoon*)*;*
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin equiv.	Ascorbic Acid
Totals supplied by Basic Breakfast**	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	7.36 mg.	65.5 mg.
Recommended Dietary[1] Allowances—Men, 25 Years (70 kg.—154 lb.)	3200	70 gm.	0.8 gm.	10 mg.	5000 I.U.	1.6 mg.	1.8 mg.	21 mg.	75 mg.
Percentage Contributed by Basic Breakfast	15.7%	29.8%	66.5%	27.0%	11.8%	28.7%	44.4%	35.0%	87.3%

**Revised 1958. Food and Nutrition Board, National Research Council, Washington, D.C.*

***Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.*

Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

[1] *The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

BIG Y
DIAL 1530
BIG Y
DIAL 1530
WCKY
1530
WCKY RADIO
Mobile Studio... 1530
THE BRIGHT SPOT AT THE TOP OF YOUR DIAL
424-DX

WCKY IS ON THE GO IN CINCINNATI

WCKY IS ON THE GO IN CINCINNATI

We've taken to our wheels this summer! We've gone right out to visit our listeners . . . . . and they love it! The bright red WCKY Mobile Studio broadcasts a full week at high traffic count locations from 6:30 to 10 AM and 4 to 6 PM, with Leo Underhill handling the morning broadcasts and Paul Miller (shown here) broadcasting afternoons. Decked out in red blazers and straw hats for high visibility, Leo and Paul greet motorists, tell them about traffic delays in the Cincinnati area, and play that good music for which WCKY is famous. From the waving hands, blinking lights and honking horns, we're sure nearly everyone in Cincinnati is attracted to our remotes, and listening to WCKY. And the lucky advertisers who sponsor the remotes are happiest of all!

If you have a product which needs to get going in Cincinnati, then you need WCKY—the station on the GO. Call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

be carried on the cable if requested and be required to secure permission of originating stations before those signals can be distributed to customers. He also related his difficulties with the Tyler cable company.

Mr. Marshall charged that one reason for the demise of KXLJ-TV Helena, Mont., was that the cable company kept switching his station's position on the dial almost every day. He said it would appear on ch. 3 one day, ch. 4 the next and so on up to ch. 13. He also recounted the problems of local merchants faced with competition from distant cities whose advertising was coming into Helena via cable service.

Dirty Work • A similar charge of alleged catv skullduggery was made by Darwin Hillberry, representing a Riverton, Wyo., booster club. He claimed that a jammer was found operating near the booster installation which caused serious picture distortion. He said he couldn't prove that the local community tv system installed the jammer, but he asked "Who would benefit?"

Mr. Hillberry was one of nine booster operators who appeared before the committee to urge legislation giving the FCC power to license their operations.

All stressed the non-profit nature of the boosters, and their reliance on local tv signals.

They were headed by former Sen. and Gov. Edwin C. Johnson—a onetime chairman of the Senate Commerce Committee. Sen. Johnson attacked the catv operators as "vicious", "unrelenting" and exhibiting a "dog in the manger" attitude toward boosters.

He claimed that cable operators would take every step possible to delay booster authorization. He also said they would urge such "burdensome" regulations it would make booster equipment costs prohibitive.

He also charged that the National Community Tv Assn. had engaged in a letter writing campaign to influence the Congress.

Sen. Johnson read a statement by Colorado Gov. Steve McNichols which estimated that more than 675,000 people in 11 states see tv via boosters.

Sen. Monroney's bill provides that the FCC in the public interest shall grant licenses to catv operators. It provides that no licenses should be required for extensions of lines within the operating territory of an existing catv. It also contains a grandfather clause licensing all catv operations existing at the effective date of the bill.

In comments on the Moss Bill supplied to the committee, the Commission balked at the provision that it would have to find that a booster or a catv system did not adversely affect a local tv station operation. Besides the difficulties of making such a finding, the Commission said, there is the question whether it would be wise to deprive the public of a choice of multiple signals and force them to be content with a single local service. It stressed, however, that it believed local tv was a desirable and significant factor in the public interest.

Next to testify

The Senate Commerce Committee communications subcommittee issued the following schedule for tomorrow (July 7): Sen. Gordon Allott (D-Colo.), Barclay Craighead, KXLJ-TV Helena, Mont.; Fred Weber, WSTV-TV Steubenville, Ohio; David Gentling, KROC-TV Rochester, Minn.; Lawrence Berger, KTWO-TV Casper, Wyo.

July 9: Rep. E.Y. Berry (R-S.D.), Tex Olsen, Richfield, Utah; Ben Adler, Adler Electronics; Rep. Keith Thomson (R-Wyo.).

July 14: Community television representatives.

The FCC is scheduled to appear following this.

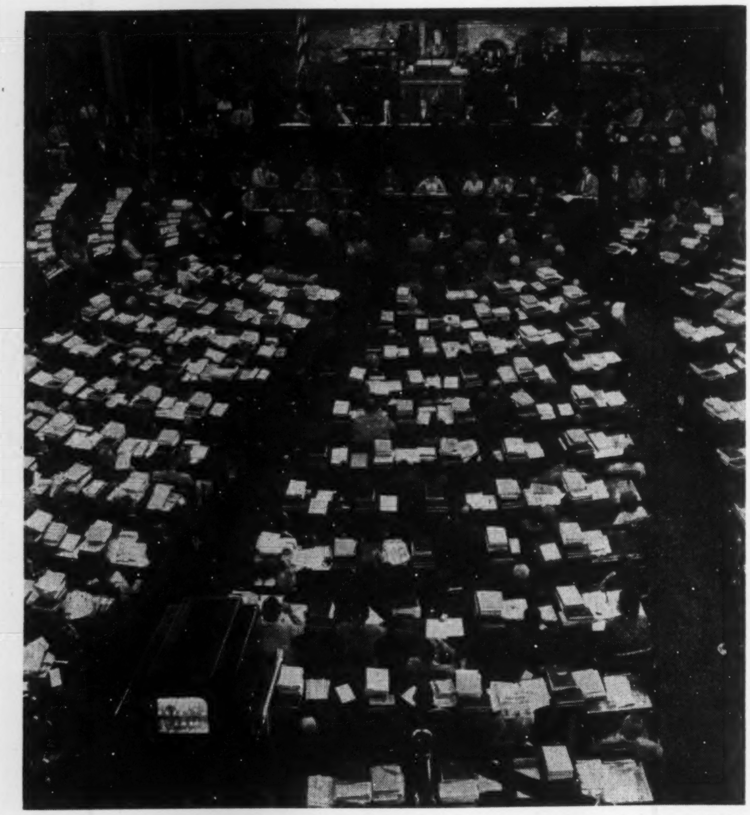
Sens. Pastore and McGee took turns in presiding at the hearings. Other committee members were present from time to time; they included: Sens. Monroney, Strom Thurmond (S.C.), Vance Hartke (Ind.), all Democrats, and Sens. Francis Case (S.D.), Norris Cotton (N.H.) and Hugh Scott (Pa.), all Republicans.

Tax decisions eyed by Senate committee

Members of the Senate Small Business Committee last week voiced their concern over the implications of two U.S. Supreme Court decisions last February upholding the right of an individual state to tax that part of the income of companies, operating in interstate commerce, which is derived within its borders (BROADCASTING, March 2). The House Antitrust Subcommittee has appointed a subcommittee to study the problem (BROADCASTING, June 29).

Broadcasters are concerned over the possibility of such taxation because of the radio and tv media's interstate nature in solicitation of sales.

The Senate group issued a report (which was referred to the Senate Finance Committee) on hearings it held on the matter April 8 in Washington and May 1 in Boston. The 16-member group, headed by Sen. John Sparkman (D-Ala.), also co-sponsored a joint resolution (SJ Res 113) which would set up a Presidential commission to study the problem brought about by the court decision, particularly as regards



Sec. 315 request denied • As the talk in Washington over Sec. 315 switched arenas from the Senate to the House, a new "equal time" request, from an unprecedented quarter, was the result of a telecast in Pennsylvania. WTPA (TV) Harrisburg, Pa., took its cameras for the first time last Monday (June 29) to the state capitol in that city for an address on state taxes by Democratic Gov. David L. Lawrence before the state's General Assembly. The proceedings were also broadcast live (via microwave relay) by KDKA-TV and WTAE (TV), both Pittsburgh, and WNEP-TV Scranton. Later in the week, Donald D. Wear, WTPA manager, received a request from M. Harvey Taylor, president pro-tem of the General Assembly: "It is the desire of the Republican members of the General Assembly that we be given equal time . . . to answer the issues raised by the governor in his television broadcast." Since there is no political campaign in progress, or election in the offing, Mr. Wear replied, "in my judgment we are not then subject to the FCC's requirement on equal time."

small businesses which make sales across state lines.

Three Republican members—Leverett Saltonstall (Mass.), Hugh Scott (Pa.) and Winston L. Prouty (Vt.)—co-sponsored a bill (S 2281) designed to prohibit state income taxes on certain business transacted across state lines. Similar to legislation already introduced in the Senate and House, the bill would prohibit state taxes on a firm's income in that state unless the firm maintains an office, warehouse or other places of business in the jurisdiction.

Key Problems • The committee's report, unanimously approved by its members, found two major problems: (1) the lack of a legal definition of the type and amount of business which may be taxed under the Supreme Court decisions, and (2) the difficulty encountered by businesses in complying with the differing laws and tax formulas among the states and the indication that some firms have been taxed more than once on the same income.

Holding that Congress has the power to regulate this state taxation through its constitutional power to regulate interstate commerce, but nevertheless that states should not be deprived of obtaining their fair share of revenues for business carried on within their borders, the committee considered several solutions, but discarded most of them as impractical.

Its positive recommendations, incorporated in SJ Res 113 and S 2281, were the passage of a standard for testing the authority of the states to tax outside businesses and the establishment of the commission to study the overall problem.

Other members of the committee are Democrats Russell B. Long (La.), Hubert H. Humphrey (Minn.), George A. Smathers (Fla.), Wayne Morse (Ore.), Alan Bible (Nev.), Jennings Randolph (W.Va.), Clair Engle (Calif.), E.L. Bartlett (Alaska), Harrison A. Williams Jr. (N.J.), Frank E. Moss (Utah), and Republicans Andrew F. Schoeppel (Kan.), Jacob K. Javits (N.Y.) and John S. Cooper (Ky.).

Senate witness loses plea against cameras

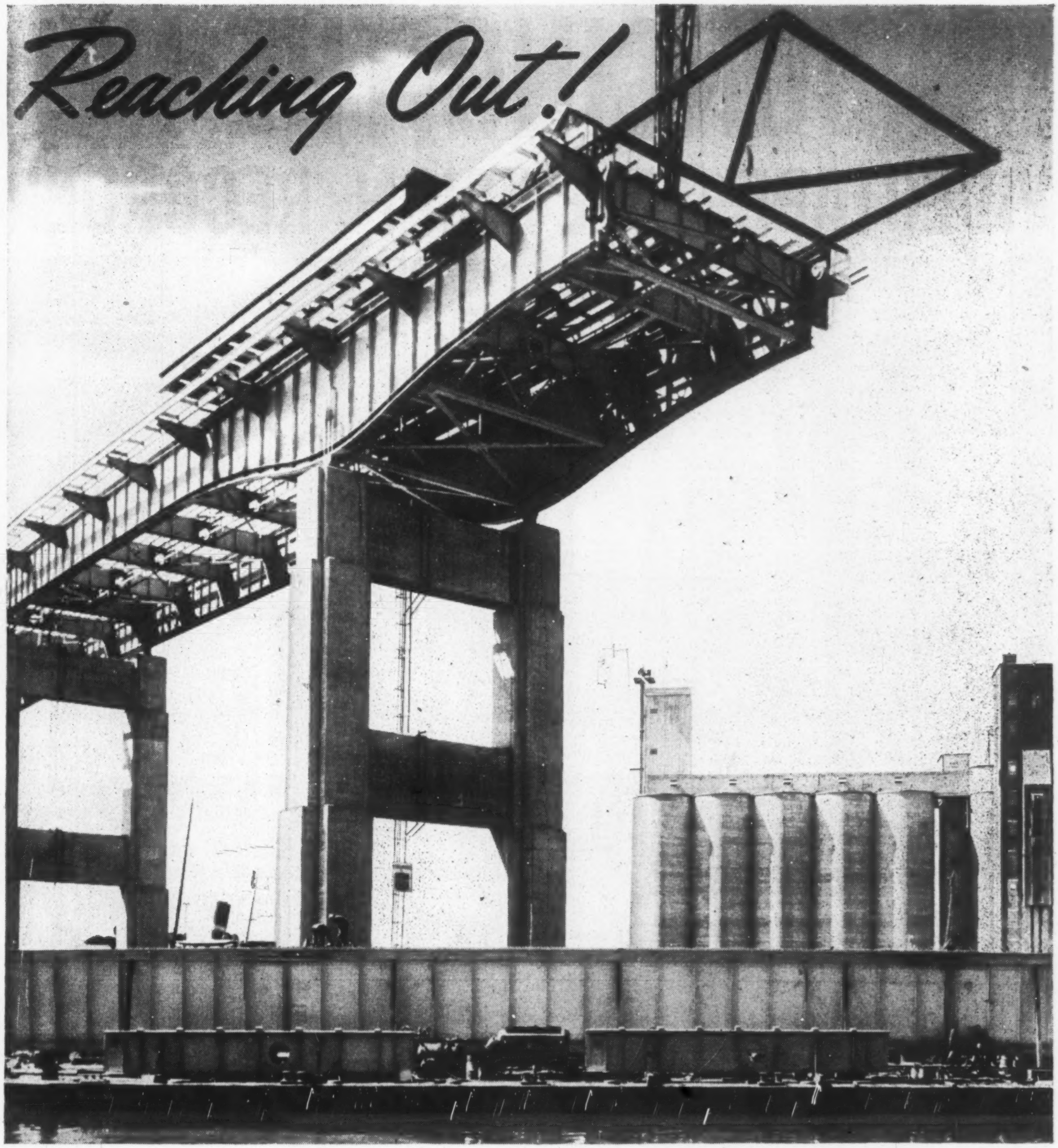
A precedent may have been set in Chicago district court last Tuesday (June 30) involving the right of witnesses to refuse to testify before tv and newsreel cameras. That was the belief of Judge Julius H. Miner, in the sentencing of Edward A. Hintz on a contempt of Congress charge. Mr. Hintz had protested the presence of tv cameras at a Senate hearing.

Judge Miner sentenced Mr. Hintz, former bank vice president and prominent figure in Illinois' Orville Hodge scandal, to a year in jail, then suspended the sentence in favor of probation and a $100 fine. Mr. Hintz already has served 2½ years for his part in the case involving Mr. Hodge, former Illinois state auditor.

The contempt charge stemmed from Mr. Hintz' refusal to testify before the Senate Banking and Currency Committee on Oct. 7, 1956. His counsel contended that cameras invaded Mr. Hintz' rights and privileges and Mr. Hintz pleaded not guilty to the charge.

Commenting on last week's ruling, Judge Miner felt it may have set a precedent on future testimony by witnesses. He said: "The court has no right to tell Congress how to conduct its hearings. If cameras are permitted by a committee, no witness has the right to refuse to testify because of that reason. The hearings are called to benefit the public. The committee has a right to subpoena a witness, knowing that he will appear before cameras."

Mr. Hintz' attorney, John M. Leonard, tried last week to change the plea to *nolo contendere* (no contest) in a bid to have the government drop the contempt charges. Judge Miner entered a guilty plea, however. Last May a U.S. attorney asked WBKB (TV) Chicago for a kinescope of the tv coverage in a move to show that cameras did not disturb the hearing (CLOSED CIRCUIT, May 25).



Hi-level bridge construction over Buffalo River

Progress - - growth - - expansion - - these are the words we live by these days in Buffalo and Western New York.

King of the Seaway... Queen City of the Great Lakes... and many other titles and phrases can be aptly applied to this area and its thriving, pulsating activity.

To **reach out** to the people who are doing the job and benefiting by the results there is one strong, clear and convincing voice- - certainly the most powerful medium in sight and sound. It is WBEN-TV - - the pioneer station in Western New York - - the one station that consistently delivers your sales message to most of the people, most of the time.

Reach for your phone - - call *Harrington, Righter & Parsons,* our national representatives. They'll show you how your dollars count for more on Ch. 4.

WBEN-TV

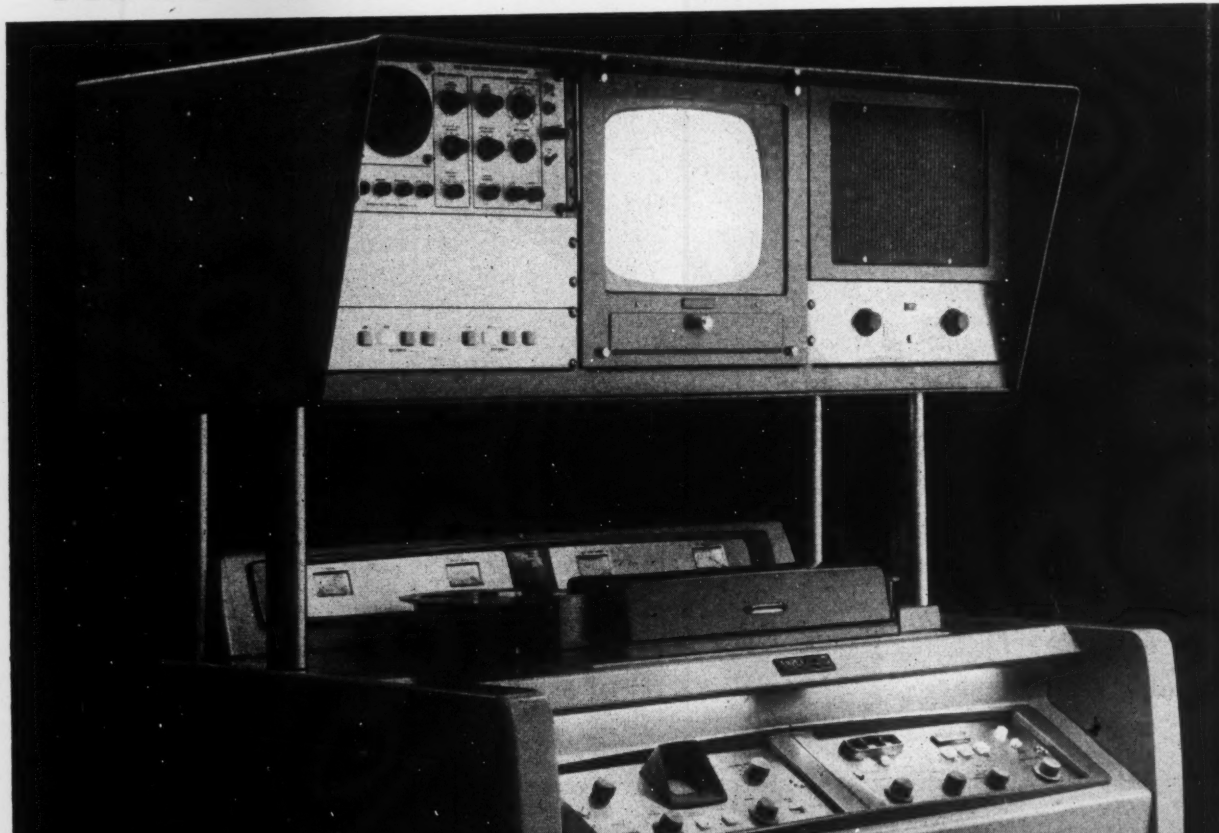
CBS IN BUFFALO

CH. 4

THE BUFFALO EVENING NEWS STATION

ANNOUNCING THE NEW

VIDEOTAPE* TELEVISION RECORDER



*TM AMPEX CORP.

AMPEX VR-1000B

This new model of the widely accepted Ampex Videotape* Television Recorder is now being delivered to networks and stations everywhere. With many new features and a number of refinements, it brings even greater efficiency and convenience to station operation. For all of its new features, however, the "B" retains full compatibility with the over 360 Ampex VR-1000's already in operation, and so becomes a new and important part of the world-wide system of Ampex Videotape Television Recorders.

AND A MESSAGE OF IMPORTANCE TO THE TV INDUSTRY

MR. CHARLES GINSBURG   MR. NEAL K. McNAUGHTEN

We at Ampex are asked many questions by station management about both tape recording and our equipment — questions directly related to the success of a television recorder installation. Of these, eight have stood out as particularly important, and they are answered here for you by Neal McNaughten, Manager of the Professional Products Division, and Charles Ginsburg, inventor of the Videotape Television Recorder . . .

HOW WIDESPREAD ARE AMPEX VR-1000 INSTALLATIONS?

"The first prototypes of the VR-1000 were delivered to the three networks, ABC, CBS and NBC in the spring of 1956. Since that time more than 360 production models have gone into service throughout the world — with over 250 of these in the U.S."

WHY ARE YOU INTRODUCING A NEW "B" MODEL?

"During the year-and-a-half that we have been producing the VR-1000 on a production line basis, a number of developments have occurred and new features have been introduced. Most of these have been offered in the form of kits from time to time to VR-1000 owners. Finally there were enough of these innovations to justify the introduction of the 'B' model."

WHAT ARE THE FEATURES OF THE NEW VR-1000B?

"Very briefly — guaranteed signal-to-noise ratio of 36 db for even finer picture quality. RF/RF inter-connection for finest quality tape duplicates. Faster tape start (2 sec.) for quick cueing. Automatic brake release for easier tape handling. Adjustable tape playback speed control for lip synchronizing two or more recorders. Simplified set-up procedures. Improved accessibility. Complete, accurate monitoring. And operation aids that include full width erase, cue channel with tone generator and tape timer. Even stereo sound tracks may be added."

DO I HAVE TO WORRY ABOUT OBSOLESCENCE?

"No — not if you buy an Ampex! While there have been refinements in the equipment there has been no change in the basic operation of the Ampex Recorder itself — nor is any anticipated in the future. The present Ampex recording system has been accepted as the standard throughout the industry — by independent stations, networks, and production companies alike. We expect to see all VR-1000's and VR-1000B's in operation for many years to come."

IS THE VR-1000B COMPATIBLE AND INTERCHANGEABLE WITH THE VR-1000?

"Yes — the 'B' is fully compatible with the VR-1000's now in operation. Tapes will be completely interchangeable.

"Interchangeability of television tapes, as with audio tapes, is achieved when all recorder units are set up to the same standard. Since some of the factors in the 'standard' are chosen arbitrarily, the practical day-to-day reference is a standard alignment tape. With adherence to this standard, full interchangeability is assured between Ampex recorders.

"This is evidenced daily in commercial operation. Right now, 10 different companies are syndicating over 20 taped programs on a national basis — and we have a report that one, 'Divorce Court,' is now in 23 markets 'on tape'."

CAN THE VR-1000B BE EQUIPPED TO RECORD COLOR?

"Yes. Both the VR-1000B and the VR-1000 television recorders are engineered to record color by the addition of a single rack of electronics to the basic unit. The VR-1000B can be ordered from the factory ready to record color — or the color addition can be made at any time after installation. Right now (June 1959) NBC is operating 16 VR-1000's with full Ampex color — 12 factory equipped and 4 with Ampex color added after installation. And CBS is operating 4 VR-1000's to which Ampex color has been added."

SHOULD I WAIT FOR FURTHER IMPROVEMENTS?

"No — no more than one should wait for possible refinements in next year's camera chain or transmitter. Certainly future refinements will come — but the important thing is that Ampex television recording is now a completely proved and accepted television technique.

"Evidence of this is the number of Ampex recorders in regular use throughout the country. 90 within the networks; NBC, CBS and ABC — each with approximately 30 recorders. Over 100 in independent stations. And over 20 in production companies. These users, representing every phase of the industry, DICTATE that there will be no change to basic Ampex techniques.

"And, most important — these recorders are making money — which after all is the **real** determining factor of when to buy. In present installations many Recorders have already paid for themselves — and almost all stations are experiencing greater income and higher profits.

"To wait — is to pass up the money-making opportunities that exist today."

IF YOU HAVE ANY OTHER QUESTIONS —

. . . we would like the opportunity to answer them — and to describe more fully the significance and features of the VR-1000B. Our representative will be glad to do this with you personally — may he call you for an appointment? Or if you prefer, write to Dept. 304 for our two new publications — one describing the 'B' and all its features, the other a report on how stations are making and saving money with their Ampex VR-1000's.

VIDEOTAPE™

AMPEX
CORPORATION
professional products division

934 CHARTER STREET / REDWOOD CITY, CALIFORNIA
Offices and representatives in principal cities throughout the world

Ask the man who gets around...

WDBJ is one of the best buys in television . . . *anywhere!*

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, WEATHER SPECIAL and LATE EDITION at 11:00 PM nightly delivers viewers for $1.14 per M on a 5 Plan; 90 cents on a 10 Plan.* This receptive audience is almost totally adult. Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at WEATHER SPECIAL and LATE EDITION and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS TELEVISION CHANNEL 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

1

KPOI reply blasts KPOA-KULA charges

KPOI Honolulu fired back last week against charges by KPOA and KULA, both Honolulu, which had petitioned the FCC to revoke the KPOI license (BROADCASTING, June 22). In an opposition document filed with the Commission, KPOI termed the KPOA-KULA petition "scandalous, sham and frivolous."

Veteran broadcaster John D. Keating, pictured as the man behind the scene in alleged KPOI violations of FCC rules and policy, "has no interest whatsoever in . . . KPOI and never has had," declared the station. The KPOI reply further maintained that no facts bearing on the station were ever withheld from the Commission; "all facts have been openly and fully disclosed."

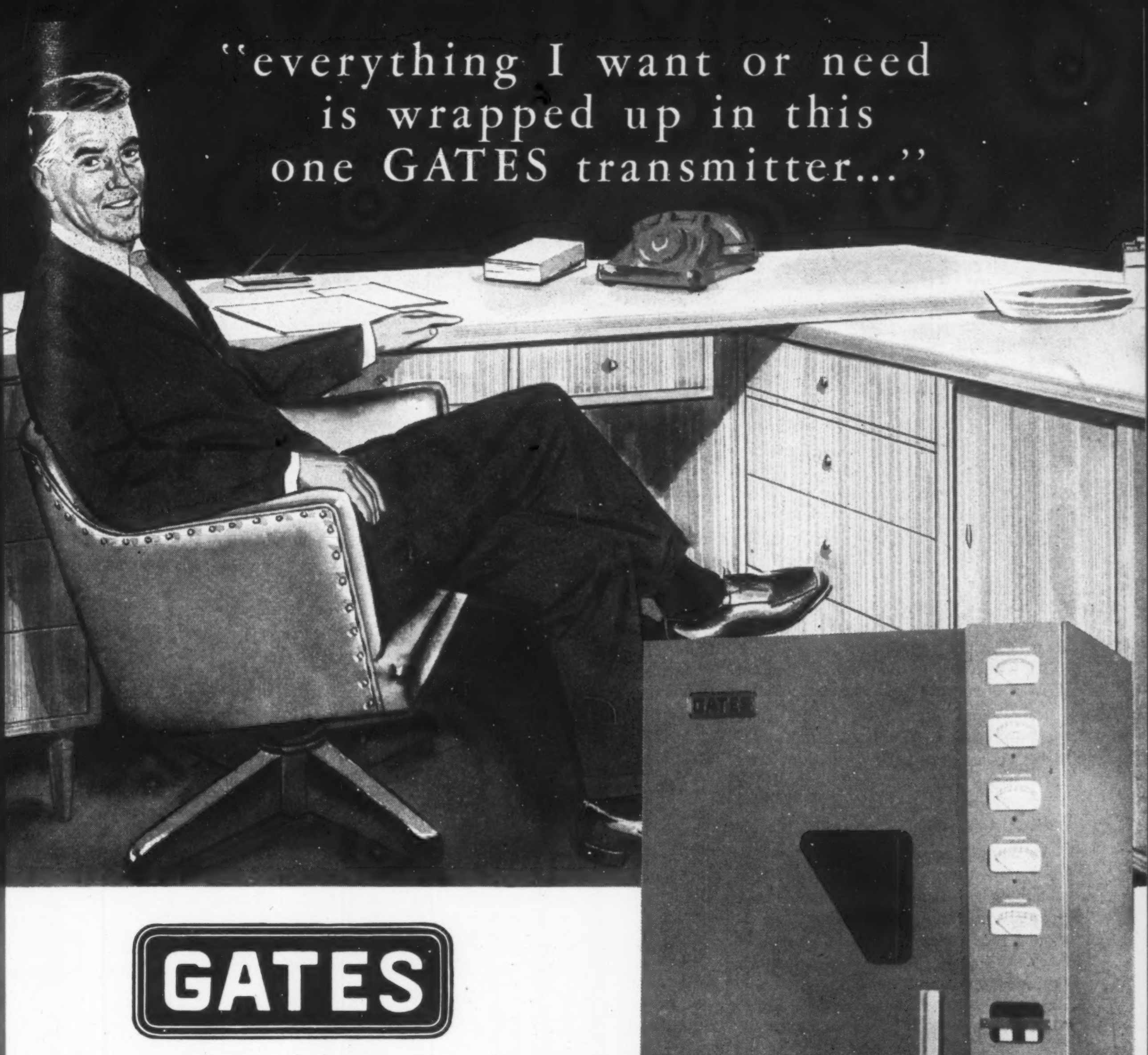
Initially, the KPOI opposition noted, KPOA-KULA have no standing and on a purely legal basis should be denied "out-of-hand." It stated that Mr. Keating, who is 25% owner of WINS New York (although he is planning to relinquish that interest), has "no control over" Jock Fearnhead who is "in no way indebted to Mr. Keating." Mr. Fearnhead, who has been manager of WINS, purchased KPOI this spring for $125,000 (BROADCASTING, April 13).

Mr. Keating is currently 25% owner of KONA (TV) Honolulu, which is 50% owned by the *Honolulu Advertiser*, (owner of KGU Honolulu), but intends to acquire an additional 25%. KPOI stated that there is no arrangement that provides KPOI with "a solid backing of a powerful television" station. It said the "arrangements entered into between KPOI and KONA are available to any other radio station in Honolulu . . ."

• Government notes

• The two-month old FCC grant of sale of KLX Oakland, Calif., from the Knowland family's *Oakland Tribune* to the Crowell-Collier Pub. Co. for $750,000 (BROADCASTING, May 11), was reaffirmed by the Commission last week after an attack on the grant by Sheldon F. Sackett. The Commission dismissed Mr. Sackett's petition protesting the grant on the grounds that the publisher-broadcaster had no standing as "a party in interest" in the case. Mr. Sackett is a majority owner of KOOS-AM-TV Coos Bay, Ore., and KVAN-TV Vancouver, Wash.

• Twenty-three radio-tv specialists from 15 countries have arrived in the U.S. for a four-month program designed to better acquaint them with American broadcasting, according to the State Dept.


"everything I want or need is wrapped up in this one GATES transmitter..."
GATES

GATES

BC-1T 1000 Watt AM Transmitter

Relax . . . lean back in your chair and imagine having a power plant of such unequalled reliability in your station . . . breaks all known records for performance . . . really a confidence builder just thinking about that day-in, day-out, day-in, day-out steady and unvarying dependability.

And . . . dependability comes only through the big design. A glance at the inner cabinet tells you the story. Big transformers that invite 24-hour schedules . . . big, husky GATES-built edgewise tank and Tee network coils . . . a scientific design for cooling.

You could say, *"everything I want or need is wrapped up in this one GATES transmitter . . ."*

Why don't you write to our transmitter products manager, to give you all the details? The GATES BC-1T is *so* easy to own.

HARRIS
INTERTYPE
CORPORATION

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in:
NEW YORK, HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

ABC-TV, DISNEY GO TO COURT

'Zorro,' 'Mouse' fates in question, 'Disney Presents' goes on as usual

Walt Disney and ABC, whose close tv relationship dates back to 1954, last week were on court-speaking terms.

Walt Disney Productions Inc. filed suit Wednesday (July 1) in New York's federal district court charging ABC with "illegally" attempting to prevent the Disney-produced *Zorro* and *Mickey Mouse Club* from being telecast in the fall. The court was asked to invalidate agreements between Walt Disney Productions and ABC under provisions of the federal antitrust act.

Not affected is a third Disney production on ABC-TV, *Walt Disney Presents,* which is slated for Friday, 7:30-8:30 p.m., in the fall schedule. That show is covered by separate agreement.

Roy Disney, president of Walt Disney Productions, and ABC both issued statements concerning the litigation, and Mr. Disney set a news conference for Thursday morning (July 2) in New York.

Disney's Complaint • The network was shown in Mr. Disney's formal statement as having advised the Disney people and announcing publicly that it would not televise either *Zorro* or *Mickey Mouse Club* next season, and, "at the same time they told us we could not offer these programs to any other television outlet.

"Subsequently they have interfered and prevented our attempts to offer these programs to any other network or independent television station."

Mr. Disney said his firm did not dispute ABC's right to discontinue these programs on the network but "we will certainly fight ABC's maneuvers to suppress these programs from public exhibition over other television stations."

ABC countered by charging in its statement that Walt Disney Productions "has been making concerted efforts over the past six months to change the conditions of the [ABC-Disney] agreement and modify the exclusivity provisions" and "now seeks to avoid its obligations."

ABC's Explanation • As explained by ABC, the network and Walt Disney Productions entered an agreement in 1954 stipulating that for seven years Disney had granted an exclusive on his tv programs to ABC. This was "in exchange" for ABC's financing of Disneyland Park (in California) and "agreeing to buy the *Disneyland* tv program (now *Walt Disney Presents*) for seven years with very substantial minimum guarantees."

The network said it had "lived up to its agreement in all respects," and that under the agreement Disney has "certain financial obligations to ABC." ABC's statement also said that during "recent negotiations," the network indicated that if the obligations were met ABC "even though it is not contractually obligated to do so" would be willing to permit Disney to release all of its programs for sale or syndication elsewhere next season except for *Disneyland* already scheduled.

Mickey Mouse and *Zorro* have been on ABC-TV since October 1955.

DISNEYLAND ENGINEER

Wants to take 'Mouse' bye-bye

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 6, 8-10, 13-17 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

July 6, 13 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell.

July 7, 14 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

July 8, 15 (8:30-9 p.m.) **Price Is Right**, Lever through J. Walter Thompson.

July 8, 15 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

July 9 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

July 10 (8-9 p.m.) **Ellery Queen**, sust.

July 11 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.

July 11 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

July 11 (8-9 p.m.) **Perry Presents**, RCA, Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

July 12 (7-7:30 p.m.) **Midwestern Hayride**, local, co-operative sponsorship.

July 12 (9-10 p.m.) **Summertime Chevy Show**, Chevrolet through Campbell-Ewald.

NBC expands specials

NBC-TV now plans to slot *Moon and Sixpence* featuring Sir Lawrence Olivier (taped and being peddled for sponsorship) at an early date (October or November) on a Tuesday night. Bob Hope, meantime, reportedly has agreed to a 90-minute or two-hour special "book-show" aside from six specials he will do for Buick next season.

Top markets to have Videotape by Xmas

The top 100 tv markets in the U.S. will be equipped with Ampex Videotape recorders before the end of the year.

Tom Davis, marketing manager of Ampex Corp.'s professional products division in Redwood City, Calif., made this prediction on the basis of Ampex's installation list which now includes more than 100 stations, 60 of which are in the 100 top tv markets.

"Coverage of the 100 major markets with Ampex tape machines opens the way for national advertisers to set in motion their extensive plans for tape in the production of commerical spots," Mr. Davis pointed out.

He predicted that the "tape floodgates will unfold concurrently with the Christmas selling season." Advertisers have been waiting, Mr. Davis said, until enough stations were equipped with recorders before going to tape in major proportions. That time, he stated, "certainly will arrive this fall."

The Ampex executive revealed that the networks have nearly 90 Ampex machines in operation and have ordered another nine while independent producers have more than 20 recorders with orders for 13 more.

Also, Mr. Davis said, more than 100 Ampex machines are in use in eight foreign countries. He added that with the current rate of production (two recorders a day), Ampex has a two-month delivery backlog.

Educators honor radio, tv series

ABC, CBS and NBC were honored with Silver Bell awards presented by the National Education Assn. for distinguished interpretative reporting on education. The awards were made last night at the opening session of the NEA convention in St. Louis. A special award was made to WHEN-TV Syracuse, N.Y.

In television, CBS won three awards — for documentary interpretation ("Lost Class of '59" produced by Edward R. Murrow and Fred W. Friendly), for discussion ("Is America Anti-Intellectual?") in the *Great Challenge* series, for dramatic interpretation ("The Case of Room 310") in the Armstrong Circle Theatre series. NBC won two awards in television—for documentary interpretation ("Our Children and Their Schools") in the *Outlook* series, and for dramatic interpretation ("The Twenty-Cent Tip") in the *Loretta Young Show* series.

WHEN-TV won a special award for a special program on "Your Money or Your Schools," one-hour documentary on the Syracuse school budget.

In radio, ABC won an award for continuing news coverage ("Edward P. Morgan and the News"), CBS for documentary interpretation ("The Educated Women") produced by Robert Allison and narrated by Edward R. Murrow, and NBC for a discussion program ("A Hard Look at U.S. Schools"), four-part series produced by Doris Corwith.

Similar awards were made to newspapers, magazines, press associations, books and companies for public service advertising in behalf of education.

20th Century Fox Tv goes international

The formation of 20th Century-Fox Tv International Corp., New York, to distribute tv films abroad was announced last week by Spyros P. Skouras, president of 20th Century Fox Corp. and Murray Silverstone, president of 20th Century-Fox International and Inter-America organizations, which distribute Fox theatrical product throughout the world and Latin America respectively.

Mr. Silverbach

Alan Silverbach, foreign sales supervisor of Fox International since 1957, has been appointed managing director of the new international subsidiary of Fox. Mr. Silverbach said that Fox Tv International will serve as agents to independent producers for sales abroad. The company also will be engaged in foreign co-production and tv investments.

Mr. Silverbach will headquarter in New York. David Raphel, assistant continental manager for Fox, has been named managing director of the tv subsidiary in Europe and England. Ernest Turnbull, chairman of the board of 20th Century Fox—Australia, will head the tv company's activities in Australia and New Zealand.

'Ding Dong' comeback pre-sold nationally

A comeback package, *Ding Dong School,* is ringing the bell in station sales. To begin with, the program strip was half-sold in 50 markets to national advertisers and placement is spreading throughout the country.

By this September, Dr. Frances Horwich will be calling on Mommy to join her pre-schooler at the tv set for a last word from Miss Frances in as many as 100 markets in the U.S.

Prime motivator of *Ding Dong* which has been off the national tv scene for 2½ years except for showing on WGN-TV Chicago, is Henry G. Saperstein, packager-merchandiser long associated with the program. At one time, Miss Frances presided over a nationwide audience of moppets and mothers. She catered to the very young for 4½ years on her NBC-TV show, then went off the air in 1957, with a flurry of letters (some 100,000) complaining of Miss Frances' enforced retirement from the national scene.

Advertisers First • Mr. Saperstein's first step in reviving *Ding Dong* was to approach advertisers. With six firms he arranged for an unique sale of 10 out of 20 spots available weekly in a Monday-Friday strip in 50 of the top 75 markets, if the 50 markets could be delivered.

Independent Television Corp. agreed to produce the package and then decided to turn over its distribution to ITC's Arrow Productions, which also was assigned the required 50-market delivery.

The scene shifts to Arrow where Al Unger, administrative manager reflects, "It was quite a gamble. If we didn't deliver the 50 markets within a given time, we were still on the hook for production costs, approximately $17,500 for each week's group of five shows."

But by last week Arrow had delivered. ITC was happily revealing totals of markets sold (near the 70 mark) and Miss Frances is well on her

BIGGEST PLUM IN THE RICH SOUTHWEST!
KWBB -WICHITA

Metropolitan Wichita offers:

* **5% ABOVE NATIONAL AVERAGE** in Consumer Spendable Income per Household!

* **18.6% ABOVE NATIONAL AVERAGE** in Retail Sales per Household!

kwbb offers you the #1 hooperated and pulsrated advertising **"plum"** in this **rich** market

NOW operating daytimes on

5000 WATTS

(Nights — 1000 watts)

with the southwest's

finest talent

The tops in D. J.'s • Jim Stowe • Billy Dee • Lee Nichols • Dick Jones • John Campbell • Jim Curran. **The tops in News** • Jim Setters • John Wagner • George Langshaw • Tom Atkins

For your *Full* share of the Wichita Market

BETTER BUY THE BEST BUY!

IN WICHITA • DIAL 1410

First in Hi-Fi Music • News and Sports

represented by George P. Hollingbery Co.
Southern-Clark-Brown Co.

KWBB

way to national revival.

Goal Is Upped • Mr. Unger notes that not only were the 50 promised markets placed but Arrow lined up another 16 which are "straight sales with no guaranteed sponsorship involved. On the basis of early sales, we have upped our goal from 75 to 100 markets by September."

The selling point for Arrow, Mr. Unger stresses, was the "pre-sold" aspect of half the shows. And, he feels, this is also the sales attraction for stations—"They are able to use an 'only a few spots remaining' approach" to local advertisers.

The six national advertisers which bought on the 10 spots per week, 50-market basis: Cocoa Marsh, Crayola, American Character Doll, Amsco, Playskool and Rainbowcraft. Major markets include New York, Chicago, Los Angeles, Philadelphia, Detroit, Washington, Baltimore, Atlanta, St. Louis, New Orleans and Dallas.

Four buy RPI news

Radio Press International, New York, has entered into a contract with the Herald Tribune Radio Network, four suburban New York independent stations, granting the network exclusive area rights to its voiced news service, it was announced last week.

Radio Press International is the combined operations of Radio Press Inc. and International Transmissions Inc., both New York, which merged a week ago (BROADCASTING, June 29). The Herald Tribune Network consists of stations owned and operated by VIP Radio Inc., Mt. Kisco, N.Y. (WVIP Mt. Kisco, WVOX New Rochelle, WFYI Garden City-Mineola, L.I., and WGHQ Kingston-Saugerties, N.Y.). Network feeds originate at WVIP.

PLASTIC CUTS CBS-TV SET COSTS

Network's production workshop supplies outside customers too

The television receiver flashes a picture of a completely-equipped kitchen with the latest gadgets . . . a richly-furnished living room . . . doors with intricate architectural designs . . . an ornate piece of sculpture . . . a hydrant.

They look like the "real McCoy," but quite likely they are plastic representations. Name most any article or setting and through the skill of technicians, they can be fashioned in plastic—quickly and economically.

Away from tv's heartbeat on Madison Ave., on W. 57th St. is a six-story building that once housed a Sheffield Farms' plant. Today, CBS-TV uses the structure for its CBS-TV Production Workshop. Here carpenters, set designers, painters, make-up specialists and other highly trained craftsmen labor each day to improve the quality of live tv production (both programming and commercials) and, at the same time, help reduce costs.

Plastics are liberally used at the workshop. At considerable cost, CBS-TV has invested in a vacuum forming machine which produces plastic objects of varying sizes, shapes and textures.

Economy • E. Carlton Winckler, director of production operations for CBS-TV, stresses that the principal reason for using plastic representations instead of "the real thing" is to upgrade production values. He explains that the detail in a door, ornamental object or other piece of scenery is often difficult to duplicate for television, but concedes there is a savings in cost, which he prefers not to pinpoint.

Above and beyond this, he adds, plastics can be transported easily because of their light weight; there is less likelihood of damage during transportation and, if there is scuffling or breakage, a duplicate can be produced quickly and economically.

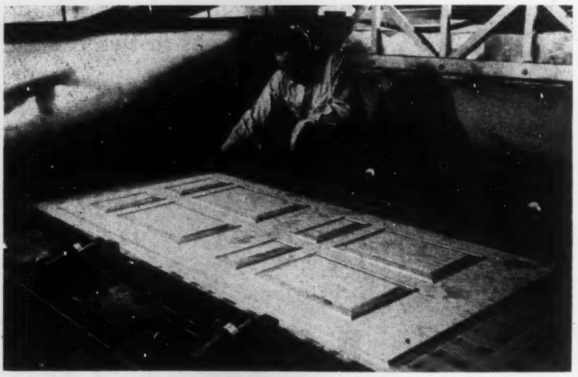
Though designed primarily to service CBS-TV's own programs, the network's plastic unit has outside clients—tv stations, department stores, interior decorators, large and small companies. Commercial orders, Mr. Winckler said, are mainly from companies which will use plastic objects for display purposes.

"This is a profitable operation," he said with a smile.

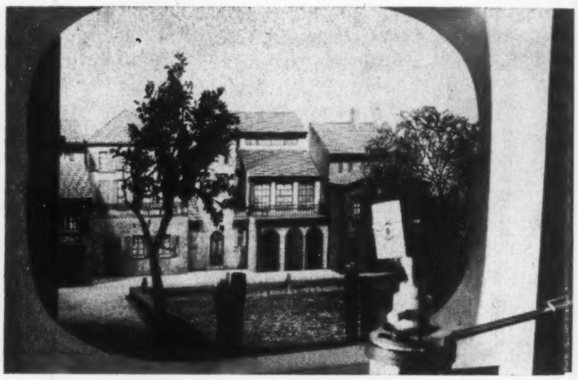
Durability • The machine measures 23 feet long, 20 feet deep and 8 feet high. The plastic object is produced by clamping the plastic material above the pattern to be formed and applying intense heat in a vacuum.

The plastic props are stored after initial use for subsequent re-use. Mr. Winckler noted that the type of scenery fashioned out of plastics usually is of the multiple-use variety, such as doors, textured walls, ornamental objects, cabinets.

"We have everything we make here, plastics or otherwise, properly catalogued," Mr. Winckler explained. "Once a producer calls for a particular prop, the chances are we have it. If we don't, we have the skill and the facilities to produce it in a hurry."



THE PROCESS
A plastic door on the rack



THE PRODUCT
A plastic canal on camera

FINANCIERS BUY 80% OF ZIV

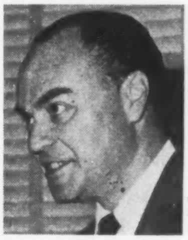
Ziv, Sinn retain firm management, stock in reported $14 million Wall St. purchase

Ziv Television Programs Inc., one of tv's leading syndication companies, figured last week in a financial transaction: two New York investment houses purchased stock in a deal reported to involve $14 million and to represent approximately 80% of total shares. The Wall Street investment firms are F. Eberstadt & Co. and Lazar Freres & Co.

Frederic W. Ziv, board chairman, and John L. Sinn, president, retain their posts and remain "substantial" stockholders. To what extent they retain an interest in the company they manage was not revealed, though reports persisted that their holdings will represent about 20% of company shares.

No Changes Seen • A brief announcement, which gave little detail on the transaction, emphasized that no changes in management or in operation of the company are contemplated. Ziv television is a privately-held company. The transaction, observers held, could presage the placement of Ziv shares on the market for a public offering.

MR. ZIV



MR. SINN

Ziv is a veteran program producer of the broadcast field. In network tv alone, Ziv is producing the following series for fall: *Tombstone Territory* (ABC-TV), *Space* (CBS-TV), *Challenge* (NBC-TV) and *Bat Masterson* (NBC-TV) and has a number of syndicated properties including among others, *Bold Venture, Dial 999, Harbor Command, Highway Patrol, Mackenzie's Raiders, The New Adventures of Martin Kane, Sea Hunt, Target* and *Cisco Kid.*

In addition it has a long list of rerun series in syndication both in the U.S. and for distribution in foreign markets.

• Program notes

• Petition of Robert L. Sande and Larry Greene for a preliminary injunction to prevent Radio Recorders from distributing its audio air check records was denied Monday (June 29) by William M. Byrne, judge of the U.S. District Court in Los Angeles. Unless the plaintiffs appeal the denial of their plea for an injunction, the next step will be the trial of their suit for $100,000 damages against Radio Recorders, charging infringement of copyright and unfair competition (BROADCASTING, June 15).

• CBS-TV reports that Ben Brady, producer of *Perry Mason* for CBS-TV during its first two seasons, has formed an independent production company, Davana Inc., Hollywood, and has entered into an exclusive contract with the network for the joint production of a new series. Under terms of the pact, Mr. Brady's services also may be made available by Davana for other CBS-TV producer assignments.

• WSB-TV Atlanta's first editorial stand in its 11-year history resulted in favorable viewer reaction of 9 to 1, reports General Manager Marcus Bartlett. WSB-TV editorialized about Georgia's public schools arguing that they must be kept open and that present Georgia laws must be changed to fulfill the state constitution's promise of education for the state's children. Since it was the station's first editorial stand and since the school issue is "unquestionably the most controversial on the Southern scene today," Mr. Bartlett said response was "agreeably surprising."

• Warner Bros. Records, Burbank, Calif., on July 17 will conduct a national sales convention at its Burbank headquarters for distributors, sales personnel, district sales managers and executives of the record company. A similar meeting is scheduled for July 20 in New York.

• Eighty stations in 27 states so far have requested the Bartell Radio group's documentary series, *The Critical Years,* offered as a public service without cost. The series, dealing with juvenile delinquency, follows a San Diego boy from his dismissal from high school through robbery, dope addiction and gang fighting until his decision to "go straight."

• Charles Michelson Inc., N.Y., tv-radio transcriptions, has made available two new half-hour mystery series. They are *The Hidden Truth* and *Medical File,* both offered in 52 episodes. A third series, *52 Famous Jury Trials* is in preparation.

KBOX
the
HOTTEST
thing in the DALLAS MARKET— from 9th Place to **2nd Place** in ONLY 9 months

1st station in Dallas (KLIF)
2nd KBOX May-June 1959*
3rd KBOX May
4th KBOX April
5th KBOX February
6th KBOX January
7th KBOX December
8th KBOX October
9th KBOX August 1958
*May-June Hooper, 1959

KBOX
BUY Radio when you buy media BUY Balaban when you buy radio BUY KBOX when you buy Dallas and you BUY the people who BUY
THE BALABAN STATIONS
in tempo with the times
WIL St. Louis
KBOX Dallas
WRIT Milwaukee
JOHN F. BOX, Jr., Managing Director
EDWARD T. HUNT, General Mgr.
Sold Nationally by
Robert E. Eastman & Co., Inc.

FATES & FORTUNES

Advertisers

• W. Alton Jones, board chairman and chief executive officer, Cities Service Co., N.Y., elected chairman of executive committee. He is succeeded by Burl S. Watson, formerly president. J. Ed. Warren succeeds Mr. Watson as president.

• Mrs. Ida Rosenthal, president and founder of Maiden Form Brassiere Co., N.Y., elected board chairman, remaining treasurer. Dr. Joseph A. Coleman, executive vp, succeeds her as company's president.

• Lewis Raskin, formerly general sales manager, Gantner of California, to Colorforms (toy manufacturer), Norwood, N.J., as national salesmanager.

Agencies

Mr. Nathe

• Robert T. Nathe, vp in charge of radio-tv commercial production of Doherty, Clifford, Steers & Shenfield, N.Y., named director, radio-tv programming and production.

• Dr. Seymour Banks, manager of media & program and copy & creative research departments; Herman A. Bizzel, account supervisor; Peter Frantz, marketing supervisor, and Philip M. Schacherer, associate copy director, elected vps of Leo Burnett, Chi. Otis L. Wiese, formerly editor-publisher of *McCall's* magazine, joins Burnett as member of creative review committee.

• Deane Uptegrove, senior vp and chairman of creative review board, Reach, McClinton & Co., N.Y., and Richard S. Humphrey, president of agency's Boston division, elected to board of directors.

Mr. Kelly

• James Kelly, formerly vp and creative supervisor, Ellington & Co., N.Y., to Compton Adv., that city, as vp and creative group head.

• David J. Hopkins, vp of McCann-Erickson, N.Y., and account supervisor in home office, appointed manager of Los Angeles office. Frederick H. McCrea, account supervisor on California Packing Corp. and Diamond Walnut Growers in San Francisco office, adds duties of manager of that office. Phipps Rasmussen, vp and Pacific Coast regional manager, has relinquished San Francisco managership to devote full time to regional duties.

• G. Matthews Baxter, Paul Lehner, Thomas J. O'Connell, account representatives, and John L. Van Zant, director of public relations, in Chicago office of J. Walter Thompson, elected vps.

• Roscoe W. Struges Jr., account executive, Young & Rubicam, N.Y., named vp and account supervisor.

• Frank Davies, director of marketing and merchandising, Cunningham & Walsh, N.Y., elected vp.

• Paul Keller, research director of Reach, McClinton & Co., elected vp of agency's New York and New Jersey corporation.

• Alfred Thomas Prange, formerly radio and television director of Hazel Bishop, N.Y., named broadcast business manager of D'Arcy Adv., that city. John Murphy joins D'Arcy from Adams & Keyes as account executive.

• James P. Wilkerson, account supervisor and vp of Young and Rubicam, N.Y., and Edward L. Bond Jr., director, contact department, named senior vps. Mr. Wilkerson will be director of international division. Agency was mistakenly identified as BBDO in Broadcasting, June 29.

• William J. DiBello, formerly senior copy writer at Young & Rubicam, N.Y., to Benton & Bowles, that city, as copy group head. Other B&B appointments: Paul L. Field as tv producer, and Kenneth D. Harris as art director.

• Richard S. Hammett, formerly in research department of Leo Burnett, Chicago, appointed manager of research department of Young & Rubicam office in that city.

• Nellene Zeis, named to newly-created post of media and research manager of Krupnick & Assoc., St. Louis. Other Krupnick appointments: Jacqueline Wille, media department, to tv time buyer; Pat Grieshaber to tv coordinator, and Marianne McNeive to media assistant.

• Donald L. Huber, formerly general and commercial manager, KALE Richland, Wash., and H. William Ostberg, formerly with sales staff of WAAB Worcester, Mass., to Radio Advertising Bureau, N.Y., as regional managers, member service department.

• John M. Richey, formerly merchandising manager, *Life* magazine, to New York office of N. W. Ayer & Son, N.Y., as account representative, consumer products division of Corning Glass Works Corning, N.Y. Other Ayer appointments: Edward Cortese and Burton Stone to New York office public relations staff and radio-tv film technical operations supervisor, respectively; Charles H. Brennan Jr., to San Francisco office as account representative on Hills Bros. Coffee, S.F.

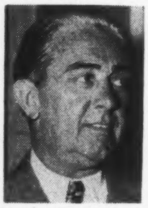
• John S. Pihas joins Botsford Constantine & Gardner, Portland, Ore. as assistant account executive on Pendleton Woolen Mills.

• R. J. Durrell, formerly associate advertising manager, Time-Life Inc., N.Y., and Robert Willheim, formerly advertising and merchandising director, Dot Records, N.Y., to Grey Adv., that city, as account executives.

• Olive Lillehei, formerly group head at Benton & Bowles, N.Y., to Compton Adv., that city, in similar capacity.

• John McCauley, formerly with Crombie Adv., Montreal, to Ruben Adv. Indianapolis, as copywriter, James Whittington Jr., media department, and Charles Ross, formerly of Hathaway Adv., Evansville, Ind., named Ruben account executives.

Networks



Mr. McCosker

• Alfred J. McCosker, 72, former head of Mutual and WOR New York and once president of NAB, died July 1 at Miami Beach. Mr. McCosker, in retirement since he resigned as chairman of WOR-Mutual in mid-1947, was associated with WOR for 23 years. He became director and general manager in 1926, was president from 1933 to 1944 and board chairman from 1944 until his retirement. He was chairman of Mutual from 1934 until 1947 and from 1932 to 1934 he was president of NAB.

• Stefan A. Meyer, formerly presentations manager, advertising and promotion department, *Life* magazine, named to newly-created post of director of program services, NBC participating programs.

• John F. Lynch, assistant director of public affairs, CBS News, N.Y., named director of public affairs, succeeding Irving Gitlin, named program executive for creative projects, CBS News. (At Deadline, Broadcasting, June 29).

• David Aubrey, member sales staff, *Time* magazine to NBC-TV as network salesman, Detroit area, effective Aug. 1.

• RAYMOND F. GUY, senior staff engineer, NBC, N.Y., named Fellow of American Institute of Electrical Engineers, world-wide representative society of electrical engineering profession.

• WHITMAN BASSOW, formerly UPI reporter and currently Carnegie Press Fellow, to CBS News, N.Y., as correspondent.

• MORTON FLEISCHNER, 17, named winner of first annual NBC fellowship award for journalistic achievement for writing "the best news stories on the NBC Broadcast News Conference, published in a high school publication or hometown newspaper." Mr. Fleischner will work in NBC news department this summer as full-time salaried member, was awarded portable typewriter and scroll.

Stations

MR. STAHLE

• JACK W. STAHLE, sales representative of KGO-AM-FM San Francisco, named sales manager succeeding ALLAN GILMAN, resigned. Mr. Stahle previously was in sales departments of KABC-AM-FM Los Angeles, KFRC-AM-FM San Francisco, and KOFY San Mateo, Calif.

MR. HUNEFIELD

• WILLIAM G. HUNEFIELD JR., manager of Los Angeles office of TvAR, (sales representative of all Westinghouse Broadcasting Co. tv stations), appointed sales manager of KPIX (TV) San Francisco. He succeeds LARRY FRAIBERG, resigned.

• CAL PERLEY, executive assistant to Kenyon Brown, president of KCOP (TV) Los Angeles, has been elected vp in charge of all radio stations owned by Mr. Brown and associates. Mr. Perley will direct operations of KSON-AM-FM San Diego, KFOX-AM-FM Long Beach and, KITO San Bernardino, all California.

MR. BELLO

• ANTHONY BELLO, national sales manager of KMOX St. Louis, named sales manager. Mr. Bello joined station in 1953 as merchandising manager, was named account executive in 1954 and national sales manager in 1958.

• NICK PAGLIARA, formerly administrative assistant to general manager and film director of KPLR-TV St. Louis, named vp in charge of sales of KADY St. Charles, Mo.

MR. JONES

• B. CALVIN JONES, formerly program manager of KDKA-TV Pittsburgh, appointed director of programming and operations of KHOU-TV Houston. Mr. Jones will direct local live programming emphasizing public affairs and community service.

• DICK WESTMAN, manager of Los Angeles office of Arkwright Adv., named vp in charge of station operations of KLAC Los Angeles, effective Aug. 1.

• RALPH DAWSON, director of television sales, promoted to national sales manager of WXYZ-TV Detroit. KENT FREDERICKS promoted from sales service to local sales manager, that station.

• ROD GIBSON, national sales manager N.Y., of Friendly Group stations, transfers to home office, Steubenville, Ohio. LEE GAYNOR succeeds him in N.Y. Friendly Group stations are WSTV-AM-FM-TV Steubenville, WHTO-TV Atlantic City, N.J., WPIT Pittsburgh, KODE-AM-FM-TV Joplin, Mo., WBOY-AM-FM Clarksburg, WAAM-FM Parkersburg, both West Virginia, and KMLB-AM-FM, Monroe, La.

• SIDNEY MAGELOF, formerly account executive with WUST-AM-FM Washington, named station manager of WEZL Richmond, Va.

• RICHARD L. GARESCHE, formerly statistics instructor at St. Louis U., appointed sales promotion manager of KXOK, that city.

• BOB MARSHALL, formerly production manager of WAGA-TV Atlanta, appointed program director of WJW-TV Cleveland.

• C. J. WOODHOUSE, advertising manager of KOTA Rapid City, S.D., named treasurer of Duhamel Enterprises (KOTA-AM-TV, KDUH Hay Springs, Neb.). Other KOTA appointments: J. A. NABER, newscaster, to television program director, succeeding NORMAN HEFFRON, vp, named radio program director; CLIFFORD PIKE to farm director (radio), and NORMAN SCHMELING, formerly of KRSD-AM-TV, that city, to news staff.

• WILFRED A. BEAUCHAMP, merchandising director of WBKB (TV) Chicago, appointed sales account executive. He succeeds BEN ROBERT DRAKE, who resigns after 10 years to open own agency, Drake Adv., Miami, Fla. JOSEPH F. COREY, producer, named to

Southwest 250 Watts—Single station market in thriving oil and ranching area. Present owners have double gross during the past year. Station capable of grossing $6,000.00—presently doing $4,500.00 monthly. Price $55,000 with $25,000 down—liberal terms on balance.

Midwestern Fulltime—profitable facility in county with forty millions retail sales. Cash flow this year around $50,000.00. Real estate worth approximately $45,000.00. Total price—$220,000.00 with $85,000.00 down—balance financed.

HAMILTON-LANDIS & ASSOCIATES. Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

succeed Mr. Beauchamp as merchandising director.

• Tom Underwood, named general manager of WSOL Tampa, Fla.

• Jack H. Lantry, named promotion and pr director of KXLY-AM-TV Spokane, Wash .

• H. Harold Powell, local sales representative of WIS-TV Columbia, S.C., named national sales coordinator.

• Arthur Thomas, formerly of KRIS-TV Corpus Christi, Tex. named station manager of KCCT, that city.

• Terry Nolan, formerly announcer-director with KVIQ Eureka, Calif., named program director of KMED Medford, Ore. Other KMED appointments; Harry Barker to commercial manager; Dick Moody, announcer-newscaster with KWRO Coquille, Ore., to news editor; Ted Thompson, in sales and programming with KWRO, to sales staff.

• Rick Hutto, news director and announcer with WDVH Gainesville, joins WRKT Cocoa Beach, both Florida.

• Tom Shaw named sales manager of KIXZ Amarillo, Tex. Vinnie Vincent, formerly with KNOE Monroe, La., to KIXZ as program director.

• Harvey Sheldon appointed local sales manager of WTYM Springfield, Mass.

• Virgil B. Wolff, sales representative of KYW-TV Cleveland, promoted to assistant sales manager. Harry D. Scott, formerly with Cleveland office of *The American Weekly,* joins KYW-TV as sales representative.

• John Stegall, production manager of KPAC-TV Beaumont-Port Arthur, Tex., to operations manager.

• Bob Lyte, formerly of WAGA-TV Atlanta, to WWL-TV New Orleans as promotion manager.

Plough promotions • Harold R. Krelstein, president of Plough stations has announced the following management team for entire Plough group: (upper row, l to r) E. M. (Gene) Plumstead, program coordinator, to vp in charge of programming; C.G. Simmons, studio supervisor of WMPS Memphis, named director of recording; W.E. (Ed) Crump, WMPS program director, to director of production and special features; Rodger May, sales manager of WMPS, vp in charge of sales; Joseph G. Deaderick, engineering coordinator, to vp in charge of engineering, and Volney E. Edwards, assistant secretary-treasurer. Pictured in bottom row (l to r) are Mr. Krelstein; Abe Plough, president of Plough Inc., the group's parent company, and Harry B. Solmson, executive vp of Plough Inc.

Plough stations have acquired WAGA-AM-FM Atlanta, changing call letters to WPLO, since Storer Broadcasting still operates WAGA-TV. Other Plough promotions announced: Allan Avery, account executive of WMPS, to sales manager of that station, and Don Stevens, WMPS air personality, to program director.

• Andrew M. Jackson, assistant chief engineer of WAVY-TV Norfolk-Portsmouth, Va., promoted to chief engineer of WAVY-AM-TV. Paul W. Hecht succeeds him, and Gilbert R. Hoffman named assistant chief engineer of WAVY Radio.

• Bob Edwards, formerly program director of WCSI-AM-FM Columbus, Ind., to WTAX-AM-FM Springfield, Ill., as program director and air personality.

• Jerry L. Clark, formerly promotion manager of *Gary* (Ind.) *Post-Tribune,* appointed sales manager of WCGO Chicago Heights, Ill.

• Stuart Cameron, formerly with WMAL-TV Washington, joins WTTG (TV), that city, as staff director.

• John Flower, producer with WSM-TV Nashville, to KETV (TV) Omaha as producer-director of forthcoming major nighttime productions.

• George Reading, news editor of WROW Albany, N.Y., appointed news director of affiliated station, WTEN (TV), that city.

• Lawrence A. Rollins, WSIR Winter Haven, elected president of Florida Assn. of Broadcasters. Robert F. Feagin, WPDQ Jacksonville, elected first vp, Lee Ruwitch, WTVJ (TV) Miami, second vp and Fred P. Shawn, WSUN-AM-TV St. Petersburg, secretary-treasurer. Mr. Rollins succeeded Charles J. Fernandez, WKYX Sarasota. Directors elected were Don

4

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

Now... 4 offices to better serve you...

CINCINNATI, O.
Paul E. Wagner
Fifth Third Bank Bldg.
DUnbar 1-7775

WEST COAST
Lincoln Dellar & Co.
Santa Barbara, Calif.
WOodland 9-0770

OMAHA, NEB.
Paul R. Fry
P.O. Box 1733 (Benson)
TErrace 9455

NEW YORK
41 E. 42nd St.
MUr. Hill 7-8437

Colee, WLOF Orlando; Norman Protsman, WGRO Lake City; Frank Hazelton, WTNT Tallahassee; Joseph S. Field, WIRK West Palm Beach; Joe Bauer, WINK-AM-TV Fort Myers, and Tom Cassell, WGGG Gainesville. J. Kenneth Ballinger, Tallahassee, elected executive secretary-counsel.

Jack Weldon, WSUN St. Petersburg, elected president, and Gene Strul, WCKT Miami, vp, of Florida AP Broadcasters.

• Gordon Shaw, formerly production manager of KENL Arcata, Calif., to KLIX Twin Falls, Idaho, as air personality.

• Mrs. Eloise Cockrum, formerly traffic manager of WFTL Ft. Lauderdale, Fla., named traffic manager and account executive of WWIL-AM-FM, that city.

• Lorrie Barofsky, assistant to manager of advertising, publicity and promotion of WAMP Pittsburgh, to WRCV Philadelphia in similar capacity.

• Hugh Brundage, news director of KMPC Los Angeles, elected president of Radio and Television News Club of Southern California. John Thompson, NBC-TV, chosen vp, and Jacqueline Brown, Burns W. Lee Assoc., secretary-treasurer.

• Evan Hughes, news director of KVOL Lafayette, La., elected chairman of Louisiana-Mississippi Associated Press Broadcasters Assn. Bob Neblett, news director of WJTV (TV) Jackson, Miss., was chosen vice chairman.

• Dave Dary, news director of KWFT Wichita Falls, elected president of United Press International Broadcasters Assn. of Texas. Other officers: Al Crouch, news director of KNUZ Houston, first vp; Neil Baird, KTXL San Angelo, second vp; Tom Ellis, KONO-AM-FM San Antonio, third vp. Jud Dixon, UPI, Dallas, re-elected secretary.

• Milton E. Miller of WADK Newport was re-elected to third term as president of Rhode Island Assn. of Broadcasters. Other officers similarly honored were Edward Baghosian, WJAR-TV Providence, vp, and Zel Levin, WWON Woonsocket, secretary-treasurer.

• Bob Warren, news director of WICS (TV) Springfield, elected president of United Press International Broadcasters of Illinois. Chosen regional vps were Madelyn Merwin, WJOL Joliet, Jerry Webb, WCIL Carbondale, Bill Ellison, WHBF-AM-FM Rock Island and Bruce Davis, WDZ Decatur.

• Dan Curtis, air personality with WIP-AM-FM Philadelphia, adds duties of music director.

• Ron Thompson, air personality, from WVKO-AM-FM Columbus, Ohio to KOMA Oklahoma City.

• Clint Youle, weathercaster for NBC Chicago and WNBQ (TV) that city past ten years, resigns Aug. 7 to become associate in Chicago office of Lehman Bros., investment securities firm.

• Jim Frazier, salesman with KVET Austin, to KASE-AM-FM Austin in similar capacity. John Barger, announcer, joins KASE from WTAW College Station, all Texas.

• Phil Douglass joins announcing staff of WWLP (TV) Springfield, Mass. Bill O'Leary and Paul Brisette to station's sales staff. Bob Crosky joins sales department of WRLP (TV) Greenfield, Mass.

• John Stewart, formerly station manager of WYZE Atlanta, and Ken Kaplan join WAKE, that city, as account executives.

• Denny Bracken joins announcing staff of KFMB San Diego. Jim Fox, KFMB account executive, named assistant sales manager.

• Bruce Bradley, air personality with WROW Albany, N.Y., to WAME Miami, Fla., in similar capacity.

• Vic Rugh, formerly with KYA-AM-FM San Francisco, joins KIDD Monterey, Calif., as news and special events director.

• Bob Feller and Jimmy Dudley, sportscasters, named hosts of new show, *Here's the Pitch*, on KYW-TV Cleveland each weekday at 6:55 p.m.

• Hal Morgan, formerly air personality with WGAR-AM-FM Cleveland, to WABR Orlando, Fla., as air personality and account executive.

• Jack Hunter joins news staff of WICC-AM-TV Bridgeport, Conn.

• Jay Maher, air personality, from WWON-AM-FM Woonsocket, R.I., to WENE Binghamton, N.Y.

• William Watson, graduate of Northwest Schools, Portland, Ore., to KDAC Fort Bragg, Calif., as announcer. Other Northwest graduates' appointments: Richard Barrow to KELP-TV El Paso, Tex., as announcer; George Pense to KUJ Walla Walla, Wash., as announcer.

• Jim Stewart, air personality with WBKB (TV) Chicago, to WAIT, that city, for new country and western music program, *Country Boy Show*, Sat., 5-6 p.m.

• Robert Nelson, WBZ news editor, to host station's *Program PM*, 8-10 p.m. Mon.-Fri.

• Roddy Peeples, formerly farm direc-

The morning after....

YOUR SALES MESSAGE
HITS THE 50,000 TV HOMES
covered by
KMSO-channel 13

THINGS BEGIN TO HAPPEN
IN WESTERN MONTANA

BECAUSE . . .
KMSO programs the best of all 3 networks . . . plus VIP treatment for ALL commercials.

and that goes for
KGVO RADIO TOO
CBS — ABC — NBC
ask FORJOE or
KMSO-KGVO — MISSOULA, MONT.

WISN-TV
the *basic* buy
in Milwaukee

BASIC BECAUSE . . .
WISN-TV's share of audience has increased sharply. In important afternoon and evening time periods it is now the leading station in town.

WISN-TV's coverage has increased sharply. Because of network shifts in other markets WISN-TV now brings the only sharp ABC signal to most viewers in a 16 county area — 559,470 TV homes.

END RESULT . . .
WISN-TV is the only Milwaukee station to increase its coverage and audience without increasing its rates.

WISN-TV
Channel 12
William C. Goodnow, Station Manager
Represented by Edward Petry & Co., Inc.

tor of WTAW College Station, to KWFT Wichita Falls, both Texas, as associate farm director.

- James Barker, formerly assistant buyer with Hecht Co., Washington, to sales staff of WGMS-AM-FM, that city.

- Ed Roth, London-based newsman, named foreign correspondent of WPEN-AM-FM Philadelphia.

- John K. Williams, formerly news director of KETV (TV) Omaha, named director of radio-tv operations of Arlington Park-Washington Park racetracks, Arlington Heights, Ill.

- John Secondari, Washington news director of ABC, re-elected president of Washington chapter of Academy of Television Arts & Sciences. David Brinkley, NBC News, and Robert M. Adams, promotion director of WTOP-TV, re-elected first vp and treasurer, respectively. Rhoda Raider, tv director of Raider Adv., elected second vp.

- Howard Barlow, conductor of *Voice of Firestone*, and Arthur Fiedler, Boston Symphony Orchestra, signed by WGN-TV Chicago as guest conductors for *Great Music From Chicago* series, starting Oct. 18.

- Foster Brooks, air personality with WHAM-AM, WHFM (FM), Rochester, N.Y., to WHEC-AM-TV, that city, in similar capacity.

- Jonathan B. Frost, air personality, from WHYN-AM-FM Springfield, Mass., to KRGV Westlaco, Tex.

- Mike Secrest, air personality, from WHBQ Memphis, Tenn., to KFRC-AM-FM San Francisco.

- Del Clark, formerly air personality of WJJD Chicago, to WIND, that city, in similar capacity.

Representatives

- Charles E. Morin, formerly vp in charge of sales of XEAK Tijuana-San Diego, named manager of new San Francisco office of Tracey Moore & Assoc., L.A. Address: Room 521, 465 California St., San Francisco 4.

Mr. Rintoul

- Stephen R. Rintoul Sr., 55, vp, treasurer and founding partner of Venard, Rintoul & McConnell, radio-tv station representative, died following heart attack July 1 in Los Angeles. In broadcasting since 1930, Mr. Rintoul started in radio with World Broadcasting Co., as director and manager of station relations. He moved to The Katz Agency in 1938 as account executive and radio specialist. He was also owner of WSRR (now WSTC) Stamford, Conn., which he sold in 1945, resigning following year from Katz to start WXKW Albany. In 1953 he sold WXKW and became manager of WPTR Albany. In 1954 he joined with Lloyd George Venard and James V. McConnell to found rep firm.

- Robert J. Somerville, formerly account executive with KNTV (TV) San Jose, Calif., to Peters, Griffin, Woodward, S.F., as tv account executive.

- Sal J. Agovino, formerly broadcast supervisor, McCann-Erickson, N.Y., to H-R Representatives, that city, radio sales staff.

- Keith Byerly, 43, manager of Atlanta office, The Katz Agency, station representative, died June 29. Mr. Byerly joined Katz in 1953 from post of general sales manager, WBT Charlotte, N.C.

Programming

- Ben Brady, producer of *Perry Mason* for CBS-TV for first two seasons, has formed own producing company, Davana Inc., and signed exclusive contract with that network for joint production of new series, effective Aug. 1.

- Harvey Chertok, assistant manager merchandising and licensing department, National Telefilm Assoc., N.Y., named manager of that department.

Mr. Gruenberg

- Leonard S. Gruenberg, account executive with National Telefilm Assoc., N.Y., since February and, earlier, vp of Gross - Krasne-Sillerman, N.Y., appointed general manager of NTA Pictures Inc., N.Y., U.S. theatrical releasing subsidiary, succeeding Herbert Greenblatt, who has resigned.

Equipment & Engineering

- John M. Leslie Jr., general manager of Orr Industries Inc., Opelika, Ala., magnetic tape manufacturer, named executive vp.

Mr. Carrington

- George L. Carrington Sr., 57, chairman of board of Altec Companies, Inc. and vice chairman of board of Ling Electronics, Anaheim, Calif., died June 19 in Newport Beach, Calif. In early 20s, Mr. Carrington supervised installation of WSMB and WDSU, both New Orleans, and was station manager of latter. In 1926, he designed, built and operated KVOO Tulsa. He became president and chairman of Altec Lansing Corp. upon founding in 1941 and vice chairman of Ling Electronics when it merged with Altec last January.

- Russell E. Conley, manager, advertising and sales promotion, RCA Victor Radio and Victrola Div., N.Y., appointed manager, publications advertising and promotion for parent company, RCA.

- Christian J. Goodman, transistor product sales manager, General Electric semiconductor products department, Syracuse, N.Y., named eastern regional sales manager, Syracuse headquarters. Other GE appointments: George R. Curtiss, intra-company sales manager at Syracuse department, named central regional sales manager, Chicago headquarters, and H. Ward Gebhardt, department's district sales manager in three western states, named western regional sales manager, remaining in Los Angeles office.

- R.S. (Rik) Anderson, chief systems engineer, to operations manager of special products division of Leach Corp., Compton, Calif.

THIS IS THE JINGLE MILL RECORD

$38 **PER JINGLE ON CONTRACT**

Price applies to the United States Only

COMPLETELY CUSTOM MADE

OVER 700 STATIONS SOLD

98% OF STATIONS HAVE REORDERED

OVER 12,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL

201 West 49th St., New York City

Movieland museum

Jack Wrather, president of of Jack Wrather Organization and board chairman of Independent Television Corp., and Harry Ackerman, vice president in charge of production of Screen Gems and president of the Academy of Television Arts & Sciences, have been appointed to the new Los Angeles County Hollywood Motion Picture & Television Museum Commission by the L.A. County Board of Supervisors.

Function of the commission, as announced by the board at its meeting last Tuesday (June 30), is to foster and perpetuate interest in the history of motion pictures and tv in L.A. county by constructing and maintaining a museum in the Hollywood area. Plans call for the center to include a theatre for showing all-time film classics, a sound stage available for use by production companies, a stage for live tv and theatrical productions with ample studio audience space and a museum to house appropriate material.

• Don G. Mitchell, president, General Telephone & Electronics Corp., and board chairman of Sylvania Electric Products named "Boss of the Year," by Young Executives in Sales Club of New York.

• Bob Paulson, national sales manager, professional products division of Ampex Corp., Redwood City, Calif., appointed head of newly-created marketing administration and sales development program. Thomas J. Merson, district sales manager, N.Y., succeeds him as national sales manager. Gerald Miller, manager of dealer relations, named manager of audio merchandising. Rosel Hyde, northwest district manager instrumentation division, appointed manager of government sales in West for professional products division. William F. Wallace, Emmy winner for technical direction of "Evening with Fred Astaire" has left NBC-TV to join Hollywood office of Ampex Corp. as specialist in tv program taping.

• Leang P. Yeh, formerly telecommunications engineer with General Electric, joins Page Communications Engineers Inc., Washington, as consultant to vp and director of engineering. Mr. Yeh will also serve as technical adviser on Page's international projects.

Allied Fields

• Dr. William Fondiller, retired assistant vp of Western Electric Co. and Bell Telephone Labs, elected to board of Mycalex Corp. of America, N.Y., manufacturer of glass-bonded mica and ceramoplastic products.

• Howard L. Bredlow, formerly Southern California regional sales representative of Magnavox, Fort Wayne, Ind., to national sales manager of Capitol FDS Console Phonographs, L.A.

• Robert Warren, news and public affairs director of WICS (TV) Springfield, Ill., joins public relations department of Montgomery Ward Corp., Chicago, to edit company publication, *For-Ward*.

• Helen Thomas, UPI reporter and feature writer, elected president of Women's National Press Club, Washington.

• Rudy Bretz, programming and production consultant and faculty member of UCLA, appointed head of educational television of U. of California, L.A.

• Melvin A. Goldberg, director of research, Westinghouse Broadcasting Co., elected president of Radio-Tv Research Council, independent research organization. Other officers: Julius Barnathan, vp of ABC research, vp; Mary McKenna, director of research and sales development, Metropolitan Broadcasting Co., secretary-treasurer.

Government

• Nathan P. Colwell, 54, director of radio and television of Office of Civil and Defense Mobilization, died June 29, of heart attack, in Battle Creek, Mich. Mr. Colwell was connected with broadcasting 35 years, was writer and announcer with WBBM Chicago in 1925, and, later, co-owner and radio director of Canadian Facts, Toronto, market research agency. In 1947, he was appointed chief of radio and tv of savings bond division of U.S. Treasury Dept., going to position with OCDM in 1955.

• William R. Tincher, formerly news and special events director of KSOK Arkansas City, Kan., and presently FTC prosecutor, promoted to assistant director of bureau for litigation for antimonopoly, that agency.

International

• Wilf Woodill, manager of CKSO-AM-TV Sudbury, Ont., and CKSO-TV Elliott Lake, Ont., to president and general manager of CKSO Radio Ltd., Sudbury, owner of stations. James T. Miller, manager of properties division of CKSO Radio Ltd., to secretary-treasurer.

• Al Hammond, manager of CFCF-AM-FM Montreal, Que., to manager of CKRC Winnipeg, Man.

• Stuart B. Smith, formerly of MCA of Canada, Toronto, and Young & Rubicam, Ltd., Toronto, to vp of Brooks Adv. Co. Ltd., that city.

• Sid Boyling, general manager of CHAB Moose Jaw, Sask., to station manager of CHAB-TV Moose Jaw, which began operations in mid-June. Joe Lawlor, local sales manager of CHAB, named sales manager of CHAB-TV.

• Stuart D. Brownlee, president of Canadian Admiral Corp. Ltd., Toronto, elected president of Electronic Industries Assn. of Canada.

• Edward Karthaus, vp and office manager, Toronto office of Erwin Wasey, Ruthrauff & Ryan, named general manager there.

• Norman Aldred, CFRN-TV Edmonton, Alta., to radio-tv director of Edmonton office of McConnell, Eastman & Co., London, Ont.

• Edward J. Marsett, formerly account executive with KFMB-TV San

America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

150 MONTAGUE STREET
BROOKLYN 1, N. Y.
ULster 2-5600

DAVID
JARET
CORP.

Diego, to XEAK Tijuana, Mex., in similar capacity.

• Peter Dimmock, BBC's head of outside broadcasts (tv) appointed by European Broadcasting Union to newly-created post of sports advisor, coordinating plans for televising sports on Eurovision.

• James Crawford, formerly with commercial department of Canadian Broadcasting Corp., Toronto, to sales representative for television division of Joseph A. Hardy & Co., Toronto, station representative firm.

• Andre Ouimet, director of French-language planning of CBC, Montreal, Que., to general controller of Compagnie France Film, Montreal, French-language film producing and distribution organization.

• Blair Nelson, CFQC-TV Saskatoon, Sask., elected president of Western Assn. of Broadcasters succeeding Jack Blick, CJOB Winnipeg, Man. Directors elected were Jim Love, CFCN Calgary, Alta.; Jack Blick, CJOB Winnipeg; and Don Dawson, CKCK Regina, Sask.

• Donald F. O'Brien, formerly account executive in tv department of The Katz Agency, New York station representative, to Dolan, Ducker, Whitcomb & Stewart, London, England agency, as account executive of TWA International.

• Carl Cogan to CKWS Kingston, Ont., as program director.

• Allan Brooks, announcer of CKWS-AM-TV Kingston, Ont., to Radio Jamaica, Kingston, Jamaica.

PLAYBACK QUOTES WORTH REPEATING

Wizard of Oz

Radio's problems today are similar to Dorothy's trip to see the Wizard, Grady Edney, national program director for radio, Storer Broadcasting Co., told the Florida Assn. of Broadcasters in Miami June 19. There is no magic answer at the end of the yellow brick road, he said, observing:

The Scarecrow . . . was the fellow who had no brains . . . hanging on a post and watching the world pass him by. I can think of radio stations which are doing the same thing, who apparently believe the FCC has licensed them to bore the public with a program fare which nobody wants, who are content with 1932 facilities and an even older concept of radio programming and service.

. . . There are quite a few tin men in radio today. While I applaud all the wonderful technical advances available in today's program man, I sometimes listen to stations and feel like saying, "Don't get carried away, man!" There are *some* things that can be done on radio without a wild, outer-space sound . . .

Dorothy . . . meets the third character in our set, the cowardly lion. Now don't think for a moment I'm about to start calling radio owners and managers cowards. I just think some could have more courage than they seem to have. As used here, "courage" means the willingness to gamble yours or your company's money on your faith in an idea, your faith in the listening public . . .

Sales calls costs slashed

Sam Schneider, CBS Radio Spot Sales account executive, in a speech prepared for the Omaha Sales Executives Club, discussed the facts on the sales calls costs situation and the cuts that have been and are being made. Citing the economical impact of advertising, and in particular radio, he stressed these cost factors.

Thus, during these past ten years, advertising—the use of mass communications media to pre-sell—has emerged as the greatest single means for cutting sales calls costs.

No salesman, for instance, can imagine the sales staff, nor the cost per call necessary, to reach forty-nine and one-half million homes each week with a total of 665 million family hours of listening. Yet, for 25 to 50 cents per thousand, that is what on-the-air salesmen reach by way of radio each week in these United States. Newspapers, magazine, tv and other media make their share of sales calls, also.

EQUIPMENT & ENGINEERING

Ampex set to absorb Orr Industries Inc.

The merger of Orr Industries, Opelika, Ala., magnetic tape producer, into Ampex Corp., Redwood City, Calif., major magnetic tape recorder and equipment manufacturer, was announced last Wednesday (July 1).

Orr Industries Inc. will continue under its own name as a division of Ampex, which has held 25% of Orr stock for two years.

George I. Long Jr., Ampex president, and John Herbert Orr, founder and head of Orr Industries, announced that the agreement will be submitted to stockholders of both firms for ratification. Orr Industries' shareholders will receive one share Ampex for each 2.2 shares now held in Orr. About 209,000 shares of Ampex are being reserved for this purpose, with the stock issued in Ampex to total 2.4 million-plus shares after the new distribution. In early 1957 Ampex sold $5.5 million worth of 5% debentures to about a dozen eastern industrial investors in order to purchase its initial 25% share of Orr and for other expansion (Broadcasting, May 27, 1957).

In 1958, Orr opened its new half-million dollar plant in Opelika for the production of Irish brand sound tape, video tape, instrumentation, computer and geophysical tapes.

Mr. Orr, according to the announcement, "will continue to serve the industry as an important member of the Ampex management staff." There will be no change in the Orr Industries' Alabama plant or management, the statement said. After success in pooling technical research and know-how, the boards of the respective companies felt pooling of financial interests as well "will result in higher overall earnings and a greater contribution to the magnetic recording industry."

Western manufacturer

Western Electronic Manufacturers Assn. is the new name of the West Coast Electronic Manufacturers Assn. Address: 1435 S. La Cienega, Los Angeles 35. Telephone: Oleander 5-8462.

WEMA officers elected for 1959: John A. Chartz, vice president-general manager, Dalmo Victor Co., San Carlos, Calif.—President; Richard B. Leng, vice president, Technical Products Div., Packard-Bell Electronics Corp., Los Angeles—Vice President; William Ivans Jr., engineering, vice president, Kin Tel., Div., Cohu Electronics, San Diego, Calif.—Vice President; L. R. Rockwood, engineering, vice president ESI Inc., Portland, Ore.—Vice President; J. D. McLean, president, Hoffman Labs Div., Hoffman Electronics Corp., L.A.—Secretary; Phillip L. Gundy, vice president, Ampex Corp., Redwood City, Calif.—Treasurer.

International links have satellite future

RCA Communications President Thompson H. Mitchell believes that "earth-orbiting radio repeaters hold the most promise for future effective international communications."

He reported to the Armed Forces Communications and Electronic Assn., holding its meeting in Rome, N.Y., that preliminary tests were conducted earlier in the year using an Atlas satellite to reflect long distance radio transmissions back to earth.

Mr. Mitchell said required techniques are at hand to enable commercial companies to begin intensive testing of satellite communications systems within the next few years. But, he warned, "long and continued employment" of high frequency radio and coaxial cable can be expected for uses to which they are now put.

• Technical topics

• Magnecord Div. of Midwestern Instruments, Tulsa, Okla., announces new model 728 "professional" tape recorder. Among claimed features: two-channel capacity, modular construction, wide flexibility of operation, low flutter and extended frequency response. Recorder contains full back, half track or split stereo heads as option with provision for mounting fourth head in bracket.

• Telectrosonic Corp., Long Island City, N.Y., announces a record play preamplifier to complement its series 900 tape decks. The preamplifier, Model TRP-11, has an engineered unit to match Series 900 and is designed for either recording or playback. Overall size is 11"x4"x7" and power requirements are 117 v at 60 cycles, 25 w. For further information write Telectrosonic Corp., 35-18 37th St., Long Island City, N.Y.

• Hughey & Phillips Inc. (manufacturer of obstruction lighting equipment, controls and kits), Burbank, Calif., has introduced new tower lighting isolation transformers TI2070, 17-35. Available in 750 w, 1.75 kw and 3.5 kw, the transformers are designed to provide power across the base insulator of a radiator. The units are said to be effective wherever 60-cycle power must be transferred across two points with very low capacitance or at very high voltages. The new transformers feature higher efficiency, improved regulation, additional taps and epoxy encasement.

• Perfectone Co., Switzerland, has introduced a professional tape recorder weighing only 16 lbs. Ryder Sound Services Inc., Hollywood, Calif. (U.S.-Canada agent for the unit) says that it operates entirely on transistors powered by flashlight batteries. The self-contained synchronous Perfectone recorder is in a case slightly larger than a portable typewriter. Total weight of equipment for on-location work (microphones, cables, control box and synchronous motor to camera) is less than 100 lbs. Price: about $1,300.

• Camera Equipment Co., N.Y., announces the introduction of a new tripod head called the Ceco Pro. Jr. Fluid Head. The fluid is a highly molecular silicone polymer which is unaffected by temperature ranges from 20° below zero to more than 120° F. Overall size: 4⅝ inches x 7½ inches; weight: 8½ lbs.; price: $350.

• Newcomb Audio Products Co., Hollywood, Calif., has made available a new model SM-310 stereo tape recorder selling at a professional net price of $499.50. Features of the SM-310 include: records or plays back magnetic tape either stereophonically or monophonically; operates vertically or horizontally; takes from 3-inch to 10½-inch reels and has two tape speeds, and has a single lever "joy stick" control for effortless tape handling.

• Lansdale Tube Co. (division of Philco Corp., Phila.), is constructing a $3.5 million building for manufacturing electrochemically produced silicon high speed switching transistors. The 65,000 sq.ft. facility will make possible a threefold increase in Philco's silicon transsistor production. Construction, begun in April, is slated for completion in September. It's located behind Lansdale buildings on Church Rd., Lansdale, Pa.

• Vista-Matic Corp., N.Y., has introduced a slide projector adapter that achieves effects such as color changes, pin-pointing, fade-outs and highlighting. Information and demonstrations may be obtained from the corporation at 49 W. 32nd St., New York 1.

• Electro-Voice Inc., Buchanan, Mich., has introduced microphone models 652 and 644. The company says that the former is "an almost invisible dynamic microphone," suitable for tv. Weight 11 ounces; price $120. Model 644 Sound Spot microphone uses a combination cardioid and distributed front opening, designed to enable it to maintain proper response far away from the sound source. Front effective acceptance angle: 45° on each side of center. E-V rates the unit's frequency response from 40 cps to 12,000 cps. Weight 2 lb.-9 ozs.; price $110.

WDSU PLANS CCA No. 3

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Services, Inc., Mr. John F. Screen, Manager of Radio Station WDSU, New Orleans, Louisiana, stated that:—

Mr. Screen

"We have run what we consider to be two very successful promotions. We are very well satisfied with the two campaigns that we have run so far and we plan to run a third campaign beginning September 13th and extending through December 12, 1959.

"A CCA Campaign requires a lot of hard work and attention to detail. We have found that the two keys to the success of a campaign are a competent CCA director and a well organized presentation. I believe that an increase in the second campaign over the first campaign is an indication of the good job that our sales force has done."

COMMUNITY CLUB AWARDS
20 East 46 Street
New York 17, N.Y.
MUrray Hill
7-4466

IMN-PACT
WITH THE
INTER MOUNTAIN
NETWORK

KGEM
Boise
Idaho's Most Powerful
RADIO STATION
10,000 WATTS AT 1140 KCs
Intermountain Network Affiliate
Offers Greatest IMN-Pact
FIRST - All Day - All Night
With 29% Share of Audience*
*PULSE JAN. 1959

The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

RFE volume high as 10th year begins

Last Saturday (July 4) Radio Free Europe began its 10th year of broadcasting behind the Iron Curtain.

From a single 7½ kw transmitter housed in trailers and trucks near Lampertheim, West Germany, RFE took to the air on July 4, 1950, with one main objective: to bring accurate world news to the peoples behind the Iron Curtain.

Today RFE operates with 28 powerful transmitters (short and medium wave). It is on the air more than 2,700 hours each week to its five "target" countries: Czechoslovakia, Hungary, Poland, Bulgaria and Rumania.

Longer and Louder • In 1950, RFE broadcast about one hour a day to its "target" areas. Today the organization is on the air 18 hours a day for programming to Czechoslovakia, Hungary and Poland and 5½ hours a day for Bulgaria and Rumania.

From an initial staff of about 100 in 1950, RFE has grown to about 1,900 employes. RFE's headquarters is in New York, but more than 85% of its programming originates from Europe where about 1,750 employes are centered.

Radio Free Europe is supported by American contributions to the Crusade for Freedom.

RFE broadcasts to an ever increasing audience. Latest estimates indicate approximately 9,490,000 registered radio sets in the five target countries, as compared with 8,593,000 receivers a year ago. Interviews with refugees from these countries show that more than three-quarters listen at least twice a week and that more than a third of them listen daily, RFE reports.

RFE 'management' • Thomas H. Brown Jr. (l), director, and Claude M. Harris (r), engineering director, both have been with the organization since 1951.

Film budget quiz

Filming of the Canadian historical adventure film series *Pierre Radisson,* cost the Canadian Broadcasting Corp. over $1 million, CBC officials told a Canadian Parliamentary Committee on Broadcasting at Ottawa last month. The film was done near Montreal in both English and French. Sale of U.S. film rights to date has returned to the CBC $146,000 of its investment, and sale of British film rights are now under negotiation for $4,000. CBC officials reported that no U.S. actors were used in this series on the adventures of a French-Canadian fur trader and explorer who lived some 300 years ago in what was then New France. The inquiry also revealed that no CBC performer received more pay than Canada's prime minister, whose annual salary is $37,000.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name *title/position*
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

Holland wins a round in sponsored tv fight

The Dutch government has agreed "in principle" to allow commercial television in Holland. The decision is considered a victory for proponents who claim that commercial operation is the answer to foreign competition. Another faction considers commercial tv a threat to the country's culture. Most outspoken of the latter group are radio stations connected with the government-sponsored Dutch Television Foundation. The rival Independent Exploitation Co. has been campaigning for sponsored programming for some time.

• Abroad in brief

• An amendment to Canada's Criminal Code proposed in the Canadian House of Commons at Ottawa last month makes it a punishable offense for a broadcast station or newspaper to publish "a report that any admission or confession was tendered in evidence at a preliminary inquiry or a report of the nature of such admission or confession so tendered in evidence unless (a) the accused has been discharged or (b) if the accused has been committed for trial, the trial has ended."

• Yugoslavia has about 10,000 tv sets in use. Average price of a receiver ranges between $500 and $600. American, British and West German companies have set up three tv transmitters in the country and more are planned.

Bugs banned

Cartoon character Bugs Bunny's bit, "Aaah, what's up, Doc?," apparently is considered a corruptive influence down New Zealand way.

According to a UPI dispatch cabled from Auckland, the New Zealand Broadcasting Service is banning a number of American children's records from the air including Bugs Bunny's. Characters speaking with distorted vowels and using poor grammar are no longer acceptable to NZBS. Also banned are stories which introduce idioms and pronunciations which are below the accepted standards of good speech in New Zealand, UPI reports.

Candy sells dandy at $600 per inquiry

A tiny neighborhood candy store in New York City is sold on network tv. It might cost $600 per-inquiry at card rates, but some things can't be bought with money and this particular candy store paid nothing.

After careful deliberation, Big Nunzio DiMaggio, a candy store owner in the Big City, consented to a live remote from in front of his shop by NBC-TV's daytime program, *County Fair*. For three days before the origination, Bert Parks, the show's m.c., plugged Mr. DiMaggio's store ($15,000 worth of time). On the fourth day, when the entire half-hour originated from the shop, Mr. Parks spieled an additional $15,000 worth of time.

Special commercials heralding the DiMaggio store (its candy, its cigars, its greeting cards) were composed and telecast on *County Fair*. A parade was held in the neighborhood on the day of the remote and neighbors participated in stunts on the program.

What was the net (and gross) result? Well, Mr. DiMaggio reported that his trade jumped up "tremendously." Pressed for more specific comment, the candy entrepeneur said:

"National tv is great. It pulls! I got 50 letters from outside New York—Nebraska, Alabama, Virginia, Ohio and so on. They want me to send them merchandise by mail! One lady from Baltimore made a special trip to buy some candy here." Mr. DiMaggio paused for breath and added: "My local business is better than it ever was."

For those skeptics who may be wondering how a candy store owner could afford $30,000 worth of tv time, it should be explained that Mr. DiMaggio was selected to be a participant on the *County Fair* "give-away" show. When the producers decided to do a remote, they picked his store as the locale. All commercial time was given without charge to Mr. DiMaggio, who promised the producers: "If I ever get a big business, *County Fair* is where I advertise."

Unheeded tout

Staffers of WRCA-AM-TV shouldn't have looked a gift horse in the mouth late last month when the stations held their annual party via boat to Monmouth (N.J.) Race Track.

The order of the day, of course, was doping the daily double.

There were many red faces and mournful looks when the combination turned out to be WRCA's location on the dial—66—and paid $538.

After you, Alphonse . . .

Listeners in the Hollywood area may think they're hearing things these days when they tune in KDUO-FM Riverside or KNOB (FM) Long Beach. Both California stations are telling their audiences to listen to the other.

KNOB, an exclusive jazz station, suggests to listeners, who want a change of pace, to listen to KDUO-FM, a semi-classical music station. On the other hand, KDUO-FM tells people to switch to KNOB when they want to dig a little jazz.

Reason for the cross-plugging: both KNOB and KDUO-FM received many letters asking for the type of music which they did not carry. Determined to retain their own brand of programming, the stations agreed to plug the other's jazz or semi-classical format.

Neither independent fm station has any affiliation with the other.

The promoter's touch

Broadcaster's Promotion Assn. is using some of its contest know-how to boost membership in the organization. A letter has gone out to all present members enrolling them to honorary service on the BPA membership committee.

For the best recruiting job by convention time in the fall, the organization of station promotion managers will award $99.99. State regional membership chairmen also are competing for separate cash prizes.

Riding fastest and safest

A modern Paul Revere drove through 413 towns in New Jersey without breaking a single traffic or speed rule as part of an auto safety campaign conducted by WOND Pleasantville, N.J., reports Howard L. Green, station vice president.

Vince Lindner, WOND announcer, with his wife, two sons and dog, made the trip in minimum time without breaking any rules or even "shaving" accepted safe-driving precepts. He turned in official reports on getting good mileage with safe speeds to New Jersey state authorities and safety organizations.

War on plastic bags

WJBW New Orleans and WTIX there waged campaigns against the danger of plastic bags suffocating chil-

One hundred eleven* national and regional spot advertisers know

Terre Haute is not covered effectively by outside TV

*Basis: 1958

WTHI-TV CHANNEL **10** CBS ABC

TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

WANTED: SALES MANAGER

Minimum Salary $12,000.00 Per Year plus liberal incentive

Greater Pittsburgh's fastest growing radio station, WMCK (Mighty 1360), needs a sales manager who can sell, organize and direct a staff to sell today's radio.

The minimum salary is $12,000.00 per year with a real opportunity for someone with know-how and aggressiveness to earn much more. Also, the opportunity exists for the right party to grow into the General Managerial capacity.

Direct applications to Robert M. Cox, President, 300 Fifth Avenue, McKeesport, Pa., or phone North 4-4221.

ABP

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

THE TOWN HALL
Friday June 19,1959
MAKE THE BIG REACH EVEN BIGGER
NATRFD

Spring planting • National Assn. of Tv & Radio Farm Directors invited representatives of New York agencies to the city's Town Hall for its first Madison Avenue sales presentation. The session was the major attraction in the group's annual spring-summer convention (BROADCASTING, June 22). Phillip Alampi, secretary of agriculture for the state of New Jersey and former president of NATRFD, is shown pointing to a list of sponsors of the sales presentation. Pictured with Mr. Alampi are (l to r): Louis Kennedy, Kenyon & Eckhardt; Raymond Jones, Young & Rubicam; Richard Vorce, J. Walter Thompson, and Charley Slate, farm service director for East Texas Network. On far right is Mal Hansen, former farm service director for WOW-AM-TV Omaha, who addressed the audience of agency personnel.

dren. The stations announced that they would give a phonograph record for each plastic bag handed in to the studios. WJBW had the cooperation of record companies in its campaign. WTIX had disc donations from other Storz stations and local record distributors. Both stations gave away many thousand records in return for plastic bags.

• Drumbeats

• An estimated 20,000 postcards from listeners were received in the first three days of a $100,000 sweepstakes by WABC New York. Planned initially to run for a 13-week period, the giveaway is called the "7-7-0 Sweepstakes." A total of 770 (the station's number of kilocycles) prizes are being given away in drawings every hour of the broadcast day. Announcements urge listeners to write their names and addresses on postcards, along with any number from 1 to 770. Those whose names are drawn are asked to phone a special exchange to identify the voice of a famous personality. Correct guesses valued from $25 to $4,000.

• WKMH Detroit-Dearborn (key station of the Knorr Broadcasting Co.) announced its affiliation with CBS with one of the "largest" outdoor display campaigns ever conducted by the Transportation Advertising Co. Besides car cards inside hundreds of buses and the usual outdoor displays, the fronts of buses were used for the first time in Detroit's history, reports WKMH.

• WANE-TV Fort Wayne, Ind., placed large tv *Game of the Week* schedules in 200 local barbershops. To get the strategic exposure, WANE-TV first presented barbers with gift packs of Falstaff beer (sponsor of the Saturday and Sunday games), and products of other WANE-TV advertisers. Ticket-size game schedules were left for customers.

• Six months from Christmas day KADY St. Charles, Mo., programmed 90 minutes of Yule music on its *Songs 'til Sundown*. The announcer wished all a Merry Christmas and promised a box of Christmas candy to the first three listeners to telephone a return greeting. KADY got 26 replies in 15 minutes.

• WWVA Wheeling, W. Va., passed out 10,000 copies of its printed schedule at the local home show. Numbers printed on each copy to tie in a broadcast promotion Later WWVA drew a lucky number, announced on the air, to entitle the holder to a console radio-phonograph.

• KDEO San Diego, Calif., capitalized on a transit strike to get its call letters in evidence on commuter traffic arteries. Those without transportation were instructed to letter "KDEO" on foot-long paper signs. Any motorist who picked up a sign-carrier was entitled to present the sign later at the studios, endorsed by the rider, and receive in exchange a free pop record.

• Bryce Bond, WNOR Norfolk, Va., disc jockey, put in 111 hours and 17 minutes without sleep for an appliance firm. He did the stint in a glass broadcast booth and took no barbiturates.

• WKBZ Muskegon, Mich., has reformatted its 8-p.m.-midnight period for an adult audience with *Studio 85* (850 kc). Music is interrupted only for news on the hour and for commercials before and after each 25-minute segment. These are limited to 45 seconds.

• To exploit a personal appearance by Raymond Burr, star of *Perry Mason* (CBS-TV, Sat., 7:30-8:30 p.m. EDT), WFMY-TV Greensboro, N.C., found two Perry Masons among the local audience. They were a father and son from Martinsville, Va.

• The *Police Academy Award* feature of KOMA Oklahoma City has attracted a private investigation firm as sponsor. The Commercial Bureau of Investigation, which operates in Oklahoma City and Tulsa, has bought a saturation schedule on the series of salutes to area policemen.

• KSAY San Francisco has added in-store merchandising announcements for food advertisers. The service, by Sound Advertising Co., San Francisco, is in supermarkets. It offers background music and a 35-word announcement hourly for each advertiser.

• When WBZ Boston entertained visiting executives of Am Radio Sales Representatives, guests were packed into a paddy wagon for a police-escorted ride from studios to their hotel. The station also showed the delegation around town and gave a party in their honor.

• The first annual Bald Head Beauty Contest has been concluded by WRAL-TV Raleigh, N.C. Barbers submitted pictures for the competition, with the winner receiving a room air conditioner and his barber a portable television set.

TV NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter* •

SUNDAY MORNING

10-11 a.m.

ABC-TV 10-11 No network service.

CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.

NBC-TV 10-11 No network service.

11 a.m.-Noon

ABC-TV 11-12 No network service.

CBS-TV 11-11:30 *Eye on New York*, sust., L; 11:30-12 *Camera Three*, sust., L.

NBC-TV 11-12 No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *Bishop Pike*, sust., L; 12:30-1 *Johns Hopkins File*, sust., L.

CBS-TV 12-1 No network service.

NBC-TV 12-1 No network service.

1-2 p.m.

ABC-TV 1-1:30 *College News Conference*, sust., L; 1:30-2 No network service.

CBS-TV 1-2 No network service.

NBC-TV 1-1:30 No network service; 1:30-1:45 *Leo Durocher's Warmup* (preceding Major League Baseball).

2-3 p.m.

ABC-TV 2-3 No network service.

CBS-TV 2-conclusion, *Baseball Game of the Week*, part., L.

NBC-TV 2-conclusion, *Pro Basketball*, Bayuk, Gen. Mills, L; 2-5 Major League Baseball starts 4/12, Phillies Cigars (½ network). Anheuser-Busch (½ regional), L.

3-4 p.m.

ABC-TV 3-3:30 *Open Hearing*, sust., L; 3:30-4 No network service.

CBS-TV 3-4 Baseball, cont.

NBC-TV 3-4 Baseball, cont.

4-5 p.m.

ABC-TV 4-5 No network service.

CBS-TV 4-5 No network service.

NBC-TV 4-5 Baseball, cont.

5-6 p.m.

ABC-TV 5-5:30 *Paul Winchell Show*, Hartz Mountain Products, General Mills, L; 5:30-6 *Lone Ranger*, Gen. Mills, Cracker Jack.

CBS-TV 5-5:30 *The Last Word*, sust., L; 5:30-6 *Face the Nation*, sust., L.

NBC-TV 5-6 No network service.

SUNDAY EVENING

6-7:30 p.m.

ABC-TV 6-7 No network service: 7-7:30 *You Asked for It*, Skippy Peanut Butter, F.

CBS-TV 6-6:30 *Conquest*, sust., L; 6:30-7 *Twentieth Century*, Prudential Life, F; 7-7:30 *Lassie*, Campbell Soup, F.

NBC-TV 6-6:30 *Meet the Press*, sust., L; 6:30-7 *Chet Huntley Reporting*, sust., L; 7-7:30 *Midwestern Hayride*, co-op, T; starts 9/13, 7-7:30 *Riverboat*, F.

7:30-8 p.m.

ABC-TV 7:30-8 *Maverick*, Kaiser, Drackett, F.

CBS-TV 7:30-8 *Thats My Boy*, sust., F.

NBC-TV 7:30-8 *Suspicion*, sust., F; (starts 9/13) *Riverboat*, Corn Products, F.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, Reynolds Tobacco, Gen. Mills, F.

CBS-TV 8-9 *Ed Sullivan Show*, Mercury Cars and Eastman Kodak, L.

NBC-TV 8-8:30 *Suspicion*, cont.; 8:30-9 *Pete Kelley's Blues*, Liggett & Myers, alt. weeks, F; (starts 9/13) 8-9 *Sunday Showcase*, part, L.

9-10 p.m.

ABC-TV 9-9:30 *Colt .45*, Procter & Gamble, Ritchie, F; 9:30-10 *Deadline for Action*, sust., F.

CBS-TV 9-9:30 *GE Theatre*, Gen. Electric, F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.

NBC-TV 9-10 *Summer Chevy Show*, Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *Deadline for Action*, cont.; 10:30-11 *Meet McGraw*, Alberto-Culver, F.

CBS-TV 10-10:30 *Richard Diamond*, P. Lorillard, F; 10:30-11 *What's My Line*, Kellogg, Sunbeam, L.

NBC-TV 10-10:30 *Loretta Young Show*, P&G, F.; 10:30-11 No network service.

11-11:15 p.m.

ABC-TV 11-11:15 No network service.

CBS-TV 11-11:15 *Sunday News Special*, Whitehall alt. with Carter, L.

NBC-TV 11-11:15 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV 7-8 No network service.

CBS-TV 7-8 No network service.

NBC-TV 7-8 *Today*, Niagra Mfg. Co., Drug Research Corp., Washington State Potatoes, du Pont, Grove Labs. Savings & Loan Assn., Stokely Van Camp, Syntex Chemical Corp., Block Drug, MarPro Inc., Howard Johnson Inc., L.

8-9 a.m.

ABC-TV 8-9 No network service.

CBS-TV 8-8:45 *Captain Kangaroo*, part., L; 8:45-9 *CBS Morning News*, sust., L.

NBC-TV 8-9 *Today*, cont.

9-10 a.m.

ABC-TV 9-10 No network service.

CBS-TV 9-10 No network service.

NBC-TV 9-10 *Today*, cont.

10-11 a.m.

ABC-TV 10-11 No network service.

CBS-TV 10-10:30 *On the Go*, sust., L; 10:30-11 *Sam Levenson Show*, Standard Brands, U.S. Steel, L.

NBC-TV 10-10:30 *Dough Re Mi*, Armour, Nabisco, starts 9/3, Congoleum Nairn, Brown & Williamson, L; 10:30-11 *Treasure Hunt*, Alberto-Culver, Armour, Heinz, Corn Products, P&G, Frigidaire, Sterling Drug, Gen. Mills, Whitehall, Lever, L.

11 a.m.-Noon

ABC-TV 11-12 No network service.

CBS-TV 11-11:30 *I Love Lucy*, Lever, Gen. Foods, Gerber, Block Drugs, Scott, Dow Chemical, Kodak, Toni, F; 11:30-12 *Top Dollar*, Colgate, L.

NBC-TV 11-11:30 *The Price Is Right*, Alberto-Culver, Ponds, Corn Products, Frigidaire, Gen. Mills, Lever, Miles Labs, Standard Brands, Sunshine, Sterling Drug, Whitehall, Heinz, L; 11:30-12 *Concentration*, Armour, Alberto-Culver, Pond's, Frigidaire, Heinz, Lever, Miles, Nabisco, Whitehall, Bauer & Black, Nestle, Brown & Williamson, L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Across the Board*, participating, L; 12:30-1 *Pantomime Quiz*, participating, L.

CBS-TV 12-12:30 *Love of Life*, American Home Products, Block Drugs, Atlantis, Dow Chemical, Lever, Gen. Mills, Toni, sust.; 12:30-12:45 *Search for Tomorrow*, P&G, L; 12:45-1 *Guiding Light*, P&G, L.

NBC-TV 12-12:30 *Tic Tac Dough*, Alberto-Culver, Pond's, Gen. Mills, Heinz, P&G, Standard Brands, Brown & Williamson, Sunshine, L; 12:30-1 *It Could Be You*, Alberto-Culver, Armour, Brillo, Corn Products, Miles, P&G, Standard Brands, Whitehall, Nestle, Nabisco, L.

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live. All times are NYT.

1-2 p.m.

ABC-TV 1-1:30 *Music Bingo*, part., L; 1:30-2 No network service.

CBS-TV 1-1:25 No network service; 1:25-1:30 *Network News*, sust., L; 1:30-2 *As the World Turns*, Carnation, P&G, Pillsbury, Swift, Sterling Drug, Miles, L.

NBC-TV 1-2 No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day in Court*, part., L; 2:30-3 *Gale Storm Show*, part., F.

CBS-TV 2-2:30 *For Better or Worse*, Miles, Gerber, Lever, Armstrong, and sust. segments, L; 2:30-3 *Art Linkletter's Houseparty*, Kellogg, Lever, Pillsbury, Swift, Standard Brands, Toni, Staley, Chicken O' the Sea, Atlantis, Carnation, L.

NBC-TV 2-2:30 *Queen for a Day*, starts 7/8, Armour, Alberto-Culver, starts 9/3, Congoleum, Miles, Nabisco, L; 2:30-3 *Court of Human Relations*, T.

3-4 p.m.

ABC-TV 3-3:30 *Beat the Clock*, participating, L; 3:30-4 *Who Do You Trust?*, part., L.

CBS-TV 3-3:30 *The Big Payoff*, Colgate-Palmolive and sust., L; 3:30-4 *The Verdict Is Yours*, American Home Products, Gen. Mills, Toni, Swift, Atlantis, Standard Brands, S.C. Johnson, Carnation, Lever, Sterling Drug, Scott, Hoover, L.

NBC-TV 3-3:30 *Young Dr. Malone*, sust., L; 3:30-4 *Split Personality*, sust., L.

4-5 p.m.

ABC-TV 4-5 *American Bandstand*, participating, L.

CBS-TV 4-4:15 *The Brighter Day*, P&G, L; 4:15-4:30 *Secret Storm*, American Home Products, Gen. Mills, Scott, L; 4:30-5 *Edge of Night*, P&G, Atlantis, Pet Milk, American Home Products, Miles, Pillsbury, Sterling Drug and sust., L.

NBC-TV 4-4:30 *Truth or Consequences*, Alberto-Culver, Corn Products, Sterling Drug, P&G, Standard Brands, Whitehall, starts 9/18, Pond's, L; 4:30-5 *County Fair*, Frigidaire, Gen. Mills, Heinz, Lever, Sterling Drug, Lipton, L.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, co-op, L; 5:30-6 (Mon. Wed., Fri.) *Mickey Mouse Club*, participating, F. (Tues. & Thurs.) *Adventure Time*, participating, F.

CBS-TV 5-6 No network service.

NBC-TV 5-6 No network service.

6-7:30 p.m.

ABC-TV 6-7:15 No network service; 7:15-7:30 *News*, sust., L.

CBS-TV 6-6:45 No network service; 6:45-7 *News*, (Mon. & Thurs.), American Home Products, (Tues.) Equitable alt. with du Pont, (Wed.) Carter, (Fri.) Parliament alt. with Florida Citrus, L; 7-7:15 No network service; 7:15-7:30 *News*, (Mon. & Thurs.), American Home Products, (Tues.) Equitable alt. with du Pont, (Wed.) Carter, (Fri.) Parliament alt. with Florida Citrus, L.

NBC-TV 6-7:30 No network service.

11:15 p.m.-1 a.m.

ABC-TV 11:15-1 No network service.

CBS-TV 11:15-1 No network service.

NBC-TV 11:15-1 *Jack Paar Show*, Alberto-Culver, American Marietta, O'Cedar, Bristol-Myers, Hagen Chem., Gen. Foods, Polk Miller, Adolph's Meat Tenderizer, Lipton, Philip Morris, Polaroid, Sandura, Stockley-Van Camp, Studebaker-Packard, W. F. Schrafft & Sons, Dow Chem., Kayser-Roth, Realemon-Puritan, L.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Polka Go-Round*, sustaining, L.

CBS-TV 7:30-8 *Name That Tune*, American Home Products, L.

NBC-TV 7:30-8 *Buckskin*, F.

8-9 p.m.

ABC-TV 8-8:30 *Polka-Go-Round,* cont., L; 8:30-9 *Bold Journey,* Ralston Purina, F.

CBS-TV 8-8:30 *The Texan,* Brown & Williamson, alt. with Lever, F; 8:30-9 *Father Knows Best,* Lever, Scott Paper, F.

NBC-TV 8-8:30 *Restless Gun,* P&G, Sterling Drug, F; starts 9/21, *Love and Marriage,* Noxema, F; 8:30-9 *Tales of Wells Fargo,* American Tobacco, Buick, starts 9/7 alt. P&G with American Tobacco, F.

9-10 p.m.

ABC-TV 9-9:30 *Pantomime Quiz,* sustaining, L; 9:30-10 *Top Pro Golf,* General Tire & Rubber, F.

CBS-TV 9-9:30 *Frontier Justice,* Gen. Foods, F; 9:30-10 *Joseph Cotten Show,* Gen. Foods, F.

NBC-TV 9-9:30 *Peter Gunn,* Bristol-Myers, F; 9:30-10 *Alcoa/Goodyear Theatre,* Alcoa alt. with Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 *Top Pro Golf,* cont.; 10:30-11 No network service.

CBS-TV 10-11 *Desilu Playhouse,* Westinghouse, F.

NBC-TV 10-10:30 *Arthur Murray Party,* Lorillard, Pharmaceuticals, tape; 10:30-11 No network service. starts 9/6, 10-11, *Steve Allen,* part, L.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Cheyenne,* alt. with *Sugarfoot,* J&J, Harold F. Ritchie, American Chicle, R.J. Reynolds, F.

CBS-TV 7:30-8 *Stars in Action,* sust., F.

NBC-TV 7:30-8 *Dragnet,* F; starts 9/15 *Laramie,* sust., F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne* or *Sugarfoot,* cont.; 8:30-9 *Wyatt Earp,* Gen. Mills, P&G, F.

CBS-TV 8-8:30 *Playhouse of Mystery,* sust., F; 8:30-9 *To Tell the Truth,* Carter, Marlboro, L.

NBC-TV 8-8:30 *Steve Canyon,* sust., F; starts 9/15 *Laramie,* cont.; 8:30-9 *Jimmy Rodgers Show,* Liggett & Myers, L; starts 9/15 *Fibber McGee & Molly,* Singer alt. with Standard Brands, F.

9-10 p.m.

ABC-TV 9-9:30 *Rifleman,* Miles Labs, Ralston Purina, P&G, F; 9:30-10 *Naked City,* Brown & Williamson, Whitehall Labs, F.

CBS-TV 9-9:30 *Peck's Bad Girl,* Pharmaceuticals, L; 9:30-10 *Spotlight Playhouse,* S.C. Johnson, Pet Milk, F.

NBC-TV 9-9:30 *Californians,* Colgate, F; starts 9/29 *Arthur Murray Party,* P. Lorillard alt. with Sterling, L: 9:30-10 *Bob Cummings Show,* Reynolds, Edison, F.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents,* Aluminum Co., F.

CBS-TV 10-11 *Andy Williams Show,* Revlon, Kellogg, Pittsburgh Plate Glass, L.

NBC-TV 10-10:30 *David Niven Show,* Singer alt. with Flit, F; 10:30-11 No network service.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Music For a Summer Night,* sustaining, L.

CBS-TV 7:30-8 *Twilight Theatre,* sust., L.

NBC-TV 7:30-8 *Wagon Train,* Ford National Biscuit, Reynolds Tobacco, F.

8-9 p.m.

ABC-TV 8-8:30 *Music For a Summer Night,* cont.; 8:30-9 *Ozzie & Harriet,* Eastman Kodak, Quaker Oats, F.

CBS-TV 8-8:30 *Keep Talking,* Drug Research Corp., L; 8:30-9 *Trackdown,* Socony alt. with American Tobacco, F.

NBC-TV 8-8:30 *Wagon Train,* cont.; 8:30-9 *The Price Is Right,* Lever, L.

9-10 p.m.

ABC-TV 9-9:30 *Donna Reed Show,* Campbell Soup, F; 9:30-10 *Accused,* sust., L.

CBS-TV 9-9:30 *The Millionaire,* Colgate, F; 9:30-10 *I've Got a Secret,* R.J. Reynolds, L.

NBC-TV 9-9:30 *Kraft Music Hall,* Kraft, F; starts 9/30, 9-10 *Perry Como Show,* Kraft, L; 9:30-10 *Bat Masterson,* Kraft, F.

10-11 p.m.

ABC-TV 10-10:45 *Wednesday Night Fights,* Miles Labs, Brown & Williamson, L; 10:45-11 No network service.

CBS-TV 10-11 *U.S. Steel Hour,* U.S. Steel, alt. with *Armstrong Circle Theatre,* Armstrong Cork, L.

NBC-TV 10-10:30 *This Is Your Life,* P&G, F, 10:30-11 No network service.

SPECIALS ON NETWORK TV

CBS-TV

Nothing scheduled thus far for the quarter.

NBC-TV

August 16: 10-11 p.m.
The Ransom of Red Chief, Rexall.
Sept. 18: 8:30-9 p.m.
Coca-Cola, Coca-Cola
Sept. 20: 8-9 p.m.
John Frankenheimer Drama, RCA.
Sept. 27: 8-9 p.m.
What Makes Sammy Run, Part 1, sponsor to be announced.
Sept. 29: 10-10:30 p.m.
World Series Preview, Prestone.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *American Odyssey,* F.

CBS-TV 7:30-8 *Invisible Man,* sust. F.

NBC-TV 7:30-8 *Texas Rodeo,* sust., L.

8-9 p.m.

ABC-TV 8-8:30 *Zorro,* Seven-Up, A.C. Sparkplug, F; 8:30-9 *The Real McCoys,* P&G, F.

CBS-TV 8-8:30 *December Bride,* Gen. Foods, F; 8:30-9 *Yancy Derringer,* S.C. Johnson, alt. with P. Lorillard.

NBC-TV 8-8:30 *Who Pays?,* sust., L; 8:30-9 *Lawless Years,* sust., F; starts 9/10, *Johnny Staccato,* Reynolds alt. with Bristol Myers, F.

9-10 p.m.

ABC-TV 9-9:30 *Leave it to Beaver,* Miles, Ralston, F. 9:30-10 *Rough Riders,* P. Lorillard, F.

CBS-TV 9-9:30 *Zane Grey Theatre,* S.C. Johnson, Gen. Foods, F; 9:30-10 *Playhouse 90,* American Gas Assn., Kimberly-Clark, R.J. Reynolds, All State Insurance, Ansco, Renault, F.

NBC-TV 9-9:30 *Bachelor Father,* American Tobacco, alt. with American Home, F; 9:30-10 *21 Beacon Street,* Ford, F.

10-11 p.m.

ABC-TV 10-11 No network service

CBS-TV 10-11 *Playhouse 90,* cont.

NBC-TV 10-10:30 *You Bet Your Life,* Lever alt. with Toni, F; 10:30-11 *Masquerade Party,* P. Lorillard, Sargent, L.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Rin Tin Tin,* National Biscuit, F.

CBS-TV 7:30-8 *Rawhide,* Parliament, Lever, Pharmaceuticals, L.

NBC-TV 7:30-8 *Northwest Passage,* sust., F; starts 9/11, *People Are Funny,* Greyhound, F.

8-9 p.m.

ABC-TV 8-9 *Walt Disney Presents,* Reynolds Metals, Hudson Pulp & Paper, Hills Bros., Quaker Oats, F.

CBS-TV 8-8:30 *Rawhide,* cont; 8:30-9 *I Love Lucy,* sust., Purex (7/24), F.

NBC-TV 8-9 *Ellery Queen,* sust., F; starts 9/11 8-8:30 *Troubleshooter,* Philip Morris, F; starts 9/11 8:30-9 *Specials,* sponsors to be announced, L.

9-10 p.m.

ABC-TV 9-9:30 *Tombstone Territory,* Philip Morris, Lipton, F; 9:30-10 *77 Sunset Strip,* American Chicle, Whitehall, Carter, Ritchie, F.

CBS-TV 9-9:30 *Phil Silvers,* Reynolds, Schick, F; *Lux Playhouse,* Lever, F, alt. with *Stripe Playhouse,* Lever, F.

NBC-TV 9-9:30 *M-Squad,* American Tobacco, Bulova, F; starts 9/11, *Specials,* cont.; 9:30-10 *Colgate Western Theatre,* Colgate-Palmolive, F; starts 9/11 *M-Squad,* American Tobacco, Gen. Electric, Sterling, F.

10-11 p.m.

ABC-TV 10-10:30 *77 Sunset Strip,* cont.; 10:30-11 No network service.

CBS-TV 10-10:30 *The Lineup,* P&G, F; 10:30-11 *Original Amateur Hour,* Parmaceuticals, L.

NBC-TV 10-11 *Calvacade Of Sports,* Gillette, Bayuk, L.

SATURDAY MORNING

10-11 a.m.

ABC-TV 10-11 No network service.

CBS-TV 10-10:30 *Captain Kangaroo,* sust., L; 10:30-11 *Mighty Mouse,* Gen. Foods alt. with Colgate-Palmolive Inc., F.

NBC-TV 10-10:30 *Howdy Doody,* Continental Baking, ½ weekly, L; 10:30-11 *Ruff & Reddy,* Gen. Foods, alt. with Mars Inc. & Borden, F.

11 a.m.-Noon

ABC-TV 11-12 No network service.

CBS-TV 11-11:30 *Heckle and Jeckle,* Gen. Mills, sust., F; 11:30-12 *Adventures of Robin Hood,* Colgate-Palmolive and sust., F.

NBC-TV 11-11:30 *Fury,* Gen. Foods alt. with Borden, F; 11:30-12 *Circus Boy,* Mars Inc., alt. sust., F.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-1 *Uncle Al Show,* National Biscuit, L.

CBS-TV 12-1 No network service.

NBC-TV 12-12:30 *True Story,* Sterling Drug, ½ F; 12:30-1 *Detective's Diary,* Sterling Drug, F.

1-2 p.m.

ABC-TV 1-2 No network service.

CBS-TV 1-2 No network service.

NBC-TV 1-2 (*Leo Durocher's Warmup*—10 min. preceding Major League Baseball) *Major League Baseball* (time varies). Phillies Cigars (½ network), National Brewing (½ regional), Anheuser-Busch (½ regional), Genessee Brewing (¼ regional), L.

2-7:30 p.m.

ABC-TV 2-7:30 No network service.

CBS-TV 2 to conclusion, *Baseball Game of the Week,* part., L; 5:30-6 *Lone Ranger,* Gen. Mills, alt. sust., F; 6-7:30 No network service.

NBC-TV 2-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Dick Clark Show,* Beech-Nut, Life Savers, L.

CBS-TV 7:30-8 *Perry Mason,* Colgate, Gulf, Hamm, Philip Morris, Sterling Drug, F.

NBC-TV 7:30-8 *People Are Funny,* R.J. Reynolds alt. with Toni, F; starts 9/12. *Bonanza,* RCA, F.

8-9 p.m.

ABC-TV 8-9 *Jubilee, U.S.A.,* Massey-Ferguson, Williamson-Dickie, Hill Bros., Greyhound, L.

CBS-TV 8-8:30 *Perry Mason,* cont., F; 8:30-9 *Wanted Dead or Alive,* Brown & Williamson, alt. with Bristol Myers, F.

NBC-TV 8-9 *Perry Presents,* RCA, Chemstrand, American Dairy Assoc., Kleenex, Noxema, Sunbeam, L; starts 9/12, 8-8:30 *Bonanza, cont.;* starts 9/12, 8:30-9 *Challenge,* Chemstrand alt. with R.J. Reynolds, F.

9-10 p.m.

ABC-TV 9-10 *Dodge Dancing Party,* Dodge, L.

CBS-TV 9-9:30 *Brenner,* Lever, F; 9:30-10 *Have Gun, Will Travel,* Lever, Whitehall, F.

NBC-TV 9-9:30 *Black Saddle,* Colgate alt. with Liggett & Myers, F; starts 9/12 *The Deputy,* Kellogg alt. with sust., F; 9:30-10 *Cimarron City,* Consolidated Cigars, Mennen, Gulf Oil, Flit, Bell & Howell, F.

10-11 p.m.

ABC-TV 10-10:30 *Big Picture,* F; 10:30-11 No network service.

CBS-TV 10-10:30 *Gunsmoke,* Liggett & Myers, Remington Rand, F; 10:30-11 *Markham,* Schlitz, F.

NBC-TV 10-10:30 *Cimarron City,* cont.; 10:30-11 *D.A.'s Man,* Liggett & Myers, F; starts 9/12, *It Could Be You,* Pharmaceuticals, L.

RADIO NETWORK SHOWSHEET

SUNDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, sust.; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:30 *Radio Bible Class*, Radio Bible Class; 8:30-9 *Wings of Healing*, Dr. Thomas Wyatt.
CBS 8-8:15 *World News Roundup*, co-op; 8:15-9 No network service.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, Arm & Hammer, part.; 8:35-9 *America's Top Tunes*, co-op.
NBC 8-8:05 *News*, sust.; 8:05-8:15 *Great Choirs of America*, sust.; 8:15-8:30 *Faith in Action*, sust.; 8:30-9 *Bible Study Hour*, Evangelical Foundation.

9-10 a.m.

ABC 9-9:30 *Oral Roberts*, Oral Roberts Evangelistic Assn.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc.
CBS 9-9:05 *CBS News*, co-op; 9:05-9:15 No network service; 9:15-9:30 *Entertainment USA*, sust.; 9:30-10 No network service.
MBS 9-9:30 *Wings of Healing*, Wings of Healing; 9:30-10 *Back To God*, Christian Reformed Church.
NBC 9-9:05 *News*, sust.; 9:05-9:15 *World News Roundup*, co-op; 9:15-9:30 *Art of Living*, sust.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc., split network with *Bible Study Hour*, Evangelical Foundation, on remainder of network.

10-11 a.m.

ABC 10-10:05 *Weekend News*, Hudson Vitamin; 10:05-10:30 Message of Israel, sust.; 10:30-10:55 *Negro College Choirs*, sust.; 10:55-11 *Weekend News*, Hudson Vitamin.
CBS 10-10:05 *CBS News*, Chevrolet; 10:05-11 No network service.
MBS 10-10:30 *Radio Bible Class*, Radio Bible Class; 10:30-11 *Voice of Prophecy*, Voice of Prophecy Inc.
NBC 10-10:05 *News*, sust.; 10:05-10:30 *National Radio Pulpit*, sust.; 10:30-11 *Monitor*, part. (10:30-11 split network with *Voice of Prophecy* on portion of network and *Bible Study Hour* on remainder).

11 a.m.-Noon

ABC 11-11:30 No network service; 11:30-11:55 *Christian In Action*, sust.; 11:55-12 *Weekend News*, Hudson Vitamin.
CBS 11-11:05 *CBS News*, Chevrolet; 11:05-11:30 No network service; 11:30-12 *Salt Lake City Tabernacle Choir*, sust.
MBS 11-11:15 *Frank and Ernest*, Dawn Bible Students Association; 11:15-11:30 *How Christian Science Heals*, First Church of Christ, Scientist; 11:30-11:35 *News*, Gen. Motors for Chevrolet and part.; 11:35-12 *America's Top Tunes*, co-op.
NBC 11-12 *Monitor*, part. (11:30-12 split network with *Voice of Prophecy* on portion of network and *Bible Study* on remainder).

SUNDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:30 No network service; 12:30-12:45 *Paul Harvey News*, Bankers Life; 12:45-12:55 *Sunday Melodies*, sust.; 12:55-1 *Weekend News*, sust.
CBS 12-12:05 *CBS News*, co-op; 12:05-12:15 *Report From Europe*, sust.; 12:15-12:30 *Howard K. Smith*, sust.; 12:30-1 No network service.
MBS 12-12:05 *News*, co-op; 12:05-12:30 *America's Top Tunes*, co-op; 12:30-12:35 *Sports, Frankie Frisch*, Quaker State Oil Refining, Arm & Hammer; 12:35-12:45 *America's Top Tunes*, co-op; 12:45-1 *How Christian Science Heals*, First Church of Christ, Scientist.
NBC 12-12:30 *Monitor*, part.; 12:30-1 *The Eternal Light*, sust. (split network with *Voice of Prophecy* on certain stations).

1-2 p.m.

ABC 1-1:15 *Voice of NAM*; 1:15-1:30 *As We See It*, sust.; 1:30-1:55 *Pilgrimage*, sust.; 1:55-2 *Weekend News*.
CBS 1-1:05 *CBS News*, co-op; 1:05-2 No network service.
MBS 1-1:30 *Hour of Decision*, Billy Graham Evangelical Assoc.; 1:30-2 *Lutheran Hour*, Lutheran Laymen's League.
NBC 1-1:30 *Monitor*, part.; 1:30-2 *The Lutheran Hour*, Lutheran Laymen's League (split network with *Eternal Light* on certain stations).

2-3 p.m.

ABC 2-2:25 *Moods in Melody*; 2:25-2:30 *Weekend News*; 2:30-3 *Herald of Truth*, Highland Church of Christ.
CBS 2-2:05 *CBS News*, Chevrolet; 2:05-2:30 *Treasury of Stars*, sust.; 2:30-3 No network service.
MBS 2-2:30 *Warm-up and Game of the Day*; 2:30-3 *News*, Arm & Hammer and part.
NBC 2-2:30 *Monitor*, part.; 2:30-3 *The Catholic Hour*, sust.

3-4 p.m.

ABC 3-3:05 *Weekend News*; 3:05-3:10 *Speaking of Sports*, sust.; 3:10-3:30 *Sammy Kaye Serenade*, sust.; 3:30-4 *Hour of Decision*, Billy Graham Evangelistic Assn.
CBS 3-3:05 *CBS News*, Chevrolet; 3:05-3:10 *News Analysis*, Delco; 3:10-4 No network service.
MBS 3-3:30 *News*, co-op; 3:30-4 *News*, sust.
NBC 3-4 *Monitor*, part.

4-5 p.m.

ABC 4-4:30 *Old Fashioned Revival Hour*, Gospel Broadcasting Co.; 4:30-5 *Radio Bible Class*, Radio Bible Class.
CBS 4-4:05 *CBS News*, co-op; 4:05-5 No network service.
MBS 4-4:30 *News*, co-op; 4:30-4:35 *News*, General Motors for Chevrolet and part.; 4:35-5 *America's Top Tunes*, co-op.
NBC 4-5 *Monitor*, part.

5-6 p.m.

ABC 5-5:30 *Dr. Bob Pierce*, World Vision Inc.; 5:30-6 No network service.
CBS 5-5:05 *CBS News*, Chevrolet; 5:05-5:30 *Yours Truly*, Johnny Dollar, part.; 5:30-5:55 *Suspense*, part.; 5:55-6 *News Analysis*, Delco.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *Reporters' Roundup*, co-op; 5:30-5:35 *Sports, Frankie Frisch*, Quaker State Oil Refining; 5:35-6 *America's Top Tunes*, co-op.
NBC 5-6 *Monitor*, part.

SUNDAY EVENING

6-7 p.m.

ABC 6-6:15 *Monday Morning Headlines*; 6:15-6:30 *Erwin Canham News*; 6:30-6:45 *Virgil Pinkley News*; 6:45-7 *George Sokolsky*, sust.
CBS 6-6:05 *CBS News*, Chevrolet; 6:05-6:30 *Have Gun, Will Travel*, part.; 6:30-7 *Gunsmoke*, part.
MBS 6-6:15 *Walter Winchell*, sust.; 6:15-6:30 *America's Top Tunes*, co-op; 6:30-6:35 *News*, General Motors and part.; 6:35-7 *Herald of Truth*, Highland Church of Christ.
NBC 6-6:15 *Monitor*, part.; 6:15-6:30 *On The Line With Bob Considine*, Mutual of Omaha; 6:30-6:32 *Monitor*, part.; 6:32-7 *Meet the Press*, sust.

7-8 p.m.

ABC 7-7:05 *Speaking of Sports*, sust.; 7:05-7:15 *White House Report*, sust.; 7:15-7:30 *Overseas Assignment*, sust.; 7:30-7:35 *Weekend News*, sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News*.
CBS 7-7:05 *CBS News*, Chevrolet; 7:05-7:10 *News Analysis*, Delco; 7:10-7:55 *Mitch Miller Show*, part.; 7:55-8 *News Analysis*, Delco.
MBS 7-7:30 *Wings of Healing*, Wings of Healing; 7:30-7:35 *News*, Arm & Hammer and part.; 7:35-8 *Reporters' Roundup*, co-op.
NBC 7-8 *Monitor*, part.

8-9 p.m.

ABC 8-8:30 *Eleventh Hour Call*, Davidian Church of Seventh Day Adventist; 8:30-8:35 *Speaking of Sports*, sust.; 8:35-8:55 *Freedom Sings*, sust.; 8:55-9 *Weekend News*.
CBS 8-8:15 *World Tonight*, co-op; 8:15-9 No network service.
MBS 8-8:30 *Hour of Decision*, Billy Graham Evangelical Assoc.; 8:30-9 *Lutheran Hour*, Lutheran Laymen's League.
NBC 8-9 *Monitor*, part.

9-10 p.m.

ABC 9-9:05 *Speaking of Sports*, sust.; 9:05-9:30 *Startime U.S.A.*, sust.; 9:30-9:55 *College*

AMPEX All professional recorders readily available in stock·including 300's & 350's. SHIP ANYWHERE IN U.S.A. DIRECT TO YOU AT FACTORY PRICES

kierulff
SOUND CORPORATION

820 W. OLYMPIC
BLVD. • LOS ANGELES
15, CALIFORNIA

EXPERIENCED
BROADCASTERS
Choose
Stainless
TOWERS

Tom Barnes, General Manager

WDAY, INC
FARGO, NORTH DAKOTA

Julius Hetland, Chief Engineer

And for good reasons, too:

- Stainless EXPERIENCE in design and fabrication
- RELIABILITY of Stainless installations
- LOW MAINTENANCE COSTS of Stainless towers

Ask today for free literature and information.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

News Conference, sust.; 9:55-10 *Weekend News.*
CBS 9-9:05 *CBS News*, co-op; 9:05-9:30 No network service; 9:30-10 *Face the Nation*, sust.
MBS 9-9:05 *News*, co-op; 9:05-9:30 *Science is My Beat*, sust.; 9:30-9:35 *Sports, Frankie Frisch*, Quaker State Oil Refining, and part.; 9:35-10 *UN News Around the World.*
NBC 9-10 *Monitor*, part.

10-11 p.m.

ABC 10-10:30 No network service; 10:30-11 *Revival Time*, Assemblies of God.
CBS 10-10:05 *CBS News*, co-op; 10:05-11 No network service.
MBS 10-10:30 *Marian Theatre*, sust.; 10:30-10:35 *John T. Flynn*, America's Future 10:35-10:45 *John T. Flynn*, co-op; 10:45-11 *Music Beyond The Stars*, co-op.
NBC 10-10:30 *Hour of Decision*, Billy Graham Evangelistic Assn. (split network with *Monitor*, part., on remainder of network); 10:30-11 *Back to God Hour*, Christian Reformed Church.

11 p.m.-Midnight

ABC 11-11:05 *Weekend News*, sust.; 11:05-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-12 No network service.
MBS 11-11:05 *News*, sust.; 11:05-11:30 *Music Beyond The Stars*, co-op; 11:30-11:35 *News*, Quaker State Oil Refining and part.; 11:35-12 *Music Beyond the Stars*, co-op.
NBC *Monitor*, part.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC 7-8 No network service.
CBS 7-7:05 *Rusty Draper Show*, R. J. Reynolds; 7:05-7:45 No network service; 7:45-7:50 *Ned Calmer News;* 7:50-7:55 No network service; 7:55-8 *CBS News*, R. J. Reynolds.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *Sportsreel With Bill Stern*, American Machinery & Foundry and part.; 7:35-7:45 No network service; 7:45-8 *America's Top Tunes*, co-op.
NBC 7-8 No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World*, Colgate-Palmolive; 8:15-8:55 No network service; 8:55-9 *Paul Harvey—News*, Bankers Life & Casualty Co. of Chicago.
CBS 8-8:15 *CBS Radio World News Roundup*, co-op; 8:15-9 No network service.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *Sportsreel With Bill Stern*, American Machinery & Foundry and part.; 8:35-8:45 No network service; 8:45-9 *America's Top Tunes*, co-op.
NBC 8-9 No network service.

9-10 a.m.

ABC *Breakfast Club*, Kretschmer, Clairol, KVP, Renuzit, Magla Products, Musselman, Staley, Hudson Vitamin, Ex-Lax, Rock of Ages, Parker Pen, Perkins Div. of Gen. Foods, Landers & Clark, American Home Products, Syn-Tex., Scholl, Grosset & Dunlap.
CBS 9-9:05 *CBS News*, co-op; 9:05-10 *Arthur Godfrey Time with Robert Q Lewis*, part.
MBS 9-9:15 *Robert F. Hurleigh*, co-op; 9:15-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Carter, with Gen. Foods, part. alt. weeks; 9:35-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, part.; 9:05-9:30 No network service; 9:30-9:45 *World News Roundup*, co-op; 9:45-10 No network service.

10-11 a.m.

ABC 10-10:10 *The Peter & Mary Show*, Staley; 10:10-10:25 No network service; 10:25-10:30 *Commentary;* 10:30-10:55 No network service; 10:55-11 *Late News.*
CBS 10-10:05 *CBS News*, part.; 10:05-10:30 *Houseparty*, part.; 10:30-11 *Galen Drake Show*, part.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Coffee Break*, co-op; 10:30-10:35 *News* (Mon.) Handy Andy, (Wed.) Jingle Bell, (Fri.) Finer Dinner Parakeet, (Wed., Thurs.) alt. weeks, Gen. Foods; 10:35-10:40 *Sportsreel with Bill Stern*, sust.; 10:40-10:45 *America's Top Tunes*, co-op; 10:45-10:50 *Assignment People*, co-op; 10:50-10:55 *Fred Robbins—Assignment Hollywood* co-op; 10:55-11 *Boris Karloff Presents*, co-op.
NBC 10-10:05 *News*, part.; 10:05-11 *My True Story*, part.

11 a.m.-Noon

ABC 11-11:25 No network service; 11:25-11:30 *Commentary;* 11:30-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:05 *CBS News*, part.; 11:05-12 No network service.
MBS 11-11:05 *News*, co-op, 11:05-11:30 *America's Top Tunes*, co-op; 11:30-11:35 *News*, (Wed., Thurs., Fri. alt. weeks) Gen. Foods and Ex-Lax, part.; 11:35-12 *Coffee Break*, co-op.
NBC 11-11:05 *News*, part.; 11:05-12 *NBC Radio Theatre*, part.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:15 *Paul Harvey*, co-op; 12:15-12:20 No network service; 12:20-12:55 No network service; 12:55-1 *Late News*, sust.
CBS 12-12:05 *CBS News*, co-op; 12:05-12:10 *Rusty Draper Show;* 12:10-12:30 No network service; 12:30-12:45 *Helen Trent*, part.; 12:45-1 *Couple Next Door*, part.
MBS 12-12:15 *News & Farm Report*—Claude Mahoney, co-op; 12:15-12:30 *The Answer Man*, co-op; 12:30-12:35 *News*, (Wed., Thurs., Fri.) alt. with Gen. Foods; 12:35-1 No network service.
NBC 12-12:05 *News*, part.; 12:05-1 No network service.

1-2 p.m.

ABC 1-1:55 No network service; 1:55-2 *Late News.*
CBS 1-1:05 *CBS News*, co-op; 1:05-1:15 *Whispering Streets*, part.; 1:15-1:30 *Ma Perkins*, part.; 1:30-1:45 *Young Dr. Malone*, part.; 1:45-2 *Second Mrs. Burton*, part.
MBS 1-1:15 *Cedric Foster*, co-op; 1:15-1:30 *America's Top Tunes*, co-op; 1:30-1:35 *News—Gabriel Heatter* (Tues. and Thurs.), Hudson Vitamins and part.; (Mon., Wed., Fri.), Carter; 1:35-2 *America's Top Tunes*, co-op.
NBC 1-1:05 *News*, part.; 1:05-2 No network service.

2-3 p.m.

ABC 2-2:30 No network service; 2:30-2:55 *Eydie Gorme*, Dr. Pepper; 2:55-3 *Late News*, sust.
CBS 2-2:05 *CBS News*, part.; 2:05-2:15 *Right to Happiness*, part; 2:15-2:30 *Pat Buttram*, Wrigley; 2:30-3 No network service.
MBS 2-2:05 *News*, co-op; 2:05-2:30 *America's Top Tunes*, co-op; 2:30-2:35 *News*, (Wed., Thurs., Fri., alt. weeks), Gen. Foods; 2:35-2:50 *America's Top Tunes*, co-op; 2 to conclusion, *Warm-up, Game of The Day.*
NBC 2-2:05 *News*, sust.; 2:05-3 *It's Network Time*, part.

3-4 p.m.

ABC 3-3:25 No network service; 3:25-3:30 *ABC Commentary;* 3:30-3:55 No network service; 3:55-4 *Late News*, sust.
CBS 3-3:05 *CBS News*, part.; 3:05-4 No network service.
MBS 3-3:30 *News*, co-op; 3:30-4 *News*, sust.
NBC 3-3:05 *News*, sust.; 3:05-4 *It's Network Time*, part.

4-5 p.m.

ABC 4-4:25 No network service; 4:25-4:30 *Commentary*, 4:30-5 No network service.
CBS 4-4:05 *CBS News*, co-op; 4:05-4:30 No network service; 4:30-5 (Mon.) *Invitation To Learning*, sust.; (Wed.) *Church of the Air*, sust.; (Thurs.) *Capitol Cloakroom*, sust.; (Fri.) *The Leading Question*, sust.
MBS 4-4:30 *News*, co-op; 4:30-4:35 *News*, (Tues.-Fri.), Rid-X; 4:35-5 No network service.
NBC 4-4:05 *News*, part.; 4:05-5 No network service.

5-6 p.m.

ABC 5-5:25 No network service; 5:25-5:30 *Commentary*, 5:30-5:55 No network service; 5:55-6 *Late News*, sust.
CBS 5-5:05 *CBS News*, co-op; 5:05-6 No network service.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *News* Gen. Motors and part.; 5:35-5:45 No network service; 5:45-6 *America's Top Tunes*, co-op.
NBC 5-5:05 *News*, part.; 5:05-5:30 No network service; 5:30-5:35 *Daily Business Trends*, local station part.; 5:35-6 No network service.

MONDAY-FRIDAY EVENING

6-7 p.m.

ABC 6-6:15 No network service; 6:15-6:30 *Quincy Howe*, co-op; 6:30-6:40 *John Daly*, Cadillac; 6:40-6:45 *Paul Harvey*, Midas, R. J. Reynolds; 6:45-6:50 *Late Sports*, sust.; 6:50-6:55 (Mon., Wed., Fri.) *Eydie Gorme*—Dr. Pepper (Tue. & Thur.) No network service.
CBS 6-6:05 *CBS News*, co-op; 6:05-6:10 *News Analysis;* 6:10-6:45 No network service; 6:45-6:55 *Lowell Thomas*, Delco; 6:55-7 *Sports Time*, R. J. Reynolds, Stewart-Warner.
MBS 6-6:05 *News*, Gabriel Heatter, co-op; 6:05-6:30 (Mon.-Thur.) *America's Top Tunes*, co-op; (Fri.) *The Big Decision*, sust.; 6:30-6:35 *News*, Carter Products and part.; 6:35-6:45 No network service; 6:45-7 *America's Top Tunes*, co-op.
NBC 6-6:05 *News*, part.; 6:05-6:45 No network service; 6:45-7 *Three Star Extra*, Sun Oil, co-op & sust.

7-8 p.m.

ABC 7-7:15 *Edward P. Morgan*, AFL-CIO; 7:15-7:55 No network service; 7:55-8 *Late News.*
CBS 7-7:05 *Business News*, Oldsmobile; 7:05-7:30 *Amos 'n' Andy Music Hall*, part.; 7:30-7:35 *News Analysis*, part.; 7:35-7:40 *Andy Griffith Show*, part.; 7:40-7:45 *Burns and Allen Show*, part.; 7:45-8 *Bob & Ray*, part.
MBS 7-7:30 *Fulton Lewis, Jr.*, co-op; 7:30-7:35 *News*—Gabriel Heatter, Sinclair, (Mon., Wed., Fri.). Ex-Lax, (Tue., Thur.), AT&T.; 7:35-8 (Mon.) *Northwestern Reviewing Stand*, sust.; (Tue.) *The Army Hour*, sust.; (Wed.) *Family Theatre*, sust.; (Thurs.) *By the People*, sust.; (Fri.) *Lombardoland*, sust.
NBC 7-7:05 *News*, part.; 7:05-7:15 No network service; 7:15-7:30 *Man on the Go*, co-op; 7:30-8 *News of the World*, part.

8-9 p.m.

ABC 8-8:25 No network service 8:25-8:30 *Commentary*, 8:30-8:55 No network service; 8:55-9 *Late News*, sust.
CBS 8-8:15 *World Tonight*, co-op; 8:15-8:30 *Dance Orchestra*, sust.; 8:30-9 *Dance Orchestra*, sust.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *The World Today*, Hudson Vitamins, (Mon., Wed., Thur.), Quaker State Oil Refining; (Mon., Wed., Fri.,) Sea Breeze and part.; 8:30-8:35 *Bill Stern* (Fri.) Gen. Motors and part.; 8:35-9 *Capital Assignment*, co-op.
NBC 8-8:05 *News*, part.; 8:05-8:30 (Mon.) *You Bet Your Life*, part.; (Tue.) *Monitor Summertime*, part.; (Wed.) *People Are Funny*, part.; (Thur.) *Monitor Summertime*, part.; (Fri.) *Monitor Summertime*, part.; 8:30-9 (Mon.-Fri.) *Monitor Summertime*, part.

9-10 p.m.

ABC 9-9:25 (Tue. & Thur.) *Project Tomorrow*, sust.; 9:25-9:55 No network service; (Mon., Wed., Fri.) 9-9:55 No network service; 9:55-10 *People in the News*, sust.
CBS 9-9:05 *CBS News*, co-op; 9:05-9:30 *Dance Orchestra*, sust.; 9:30-10 *Dance Orchestra*, sust.
MBS 9-9:05 *News*, co-op; 9:05-9:15 *UN Radio Review*, sust.; 9:15-9:30 *Music Beyond the Stars*, co-op; 9:30-9:35 *News*, (Fri.) Gen. Motors and part.; 9:35-10 *Music Beyond the Stars*, co-op.
NBC 9-9:05 *News*, part.; 9:05-10 *Monitor Summertime*, part.; (Fri.) 9-9:05 *News*, part.; 9:05-9:55 *Monitor Summertime*, part.; 9:55-10 *News*, part.

10-11 p.m.

ABC 10-10:05 *John W. Vandercook*, AFL-CIO; 10:05-10:30 No network service; 10:30-10:55 No network service; 10:55-11 *Late News*, sust.
CBS 10-10:05 CBS *News*, co-op; 10:05-10:30 *Amos 'n' Andy* (Pacific only); 10:30-11 *Dance Orchestra*, sust.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News* (Fri.) Arm & Hammer; Gen. Motors; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-10:05 (Mon.-Thur.) *News*, part.; 10:05-10:30 (Mon.) *International Bandstand*, sust.; (Tue.) *Treasury of Music*, sust.; (Wed.) *Public Affairs Series*, sust.; (Thur.) *Treasury of Music*, sust.; 10:30-11:00 (Mon.-Thur.) *News of the World* (repeat), part.; 10-10:30 (Fri.) *Boxing*, Gillette; 10:30-11 (Fri.) *Sports Highlights*, part.

11 p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:05 *CBS News*, co-op; 11:05-12 No network service.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30- 11:35 *News*, (Fri.) Quaker State Oil; 11:35-12 No network service.
NBC 11-11:05 *News*, part., 11:05-12 No network service.

SATURDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, Winston, Arm & Hammer; 7:35-8 *America's Top Tunes*, co-op.
NBC 7-8 No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World*, sust.; 8:15-8:30 No network service; 8:30-8:55 No

network service 8:55-9 *Weekend News.*
CBS 8-8:15 *World News Roundup,* co-op; 8:15-9 No network service.
MBS 8-8:05 *News,* co-op; 8:05-8:30 *America's Top Tunes,* co-op; 8:30-8:35 *News,* Winston, Arm & Hammer; 8:35-9 *America's Top Tunes,* co-op.
NBC 8-9 No network service.

9-10 a.m.

ABC 9-9:55 No network service 9:55-10 *Weekend News.*
CBS 9-9:05 *CBS News,* Co-op; 9:05-9:15 No network service; 9:15-9:30 *Man Around the House,* sust.; 9:30-9:45 *UN on The Record,* sust.; 9:45-10 No network service.
MBS 9-9:05 *News,* co-op; 9:05-9:30 *America's Top Tunes,* co-op; 9:30-9:35 *News,* Winston, Arm & Hammer, Ex-Lax; 9:35-10 *America's Top Tunes,* co-op.
NBC 9-9:05 *News,* sust.; 9:05-9:10 *Monitor,* part.

10-11 a.m.

ABC 10-10:30 *Story Princess;* 10:30-10:55 No network service; 10:55-11 *Weekend News.*
CBS 10-10:05 *CBS News,* Chevrolet; 10:05-11 No network service.
MBS 10-10:05 *News,* co-op; 10:05-10:30 *America's Top Tunes,* co-op; 10:30-10:35 *News,* Arm & Hammer; 10:35-11 *America's Top Tunes,* co-op.
NBC 10-11 *Monitor,* part.

11 a.m.-Noon

ABC 11-11:55 No network service; 11:55-12 *Weekend News,* Ex-Lax.
CBS 11-11:05 *CBS News,* Chevrolet; 11:05-11:30 No network service; 11:30-12 *Steve Lawrence Show,* sust.
MBS 11-11:05 *News,* co-op; 11:05-11:30 *America's Top Tunes,* co-op; 11:30-11:35 *News,* Arm & Hammer and part.; 11:35-12 *America's Top Tunes,* co-op.
NBC 11-12 *Monitor,* part.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:25 No network service; 12:25-12:30 *News,* sust.; 12:30-12:55 *American Farmer,* sust.; 12:55-1 *Weekend News,* R. J. Reynolds, Hudson Vitamin.
CBS 12-12:05 *CBS News,* co-op; 12:05-1 No network service.
MBS 12-12:05 *News;* 12:05-12:30 *Wheel of Chance,* co-op; 12:30-12:35 *Sports, Frankie Frisch,* Quaker State Oil, Winston; 12:35-1 *Wheel of Chance,* co-op.
NBC 12-12:25 *National Farm and Home Hour,* Allis-Chalmers (limited network only, with remainder of stations available sustaining; split network with *Monitor,* part.); 12:25-12:30 *Alex Dreier,* Morton Salt; 12:30-12:45 *Red Foley,* Hess & Clark (limited network only, split with *Monitor,* part.); 12:45-1 *Monitor,* part.

1-2 p.m.

ABC 1-1:05 *Speaking of Sports,* sust.; 1:05-1:30 *Andy Reynolds Ranch Boys,* sust.; 1:30-1:55 *Shake the Maracas,* sust.; 1:55-2 *Weekend News.*
CBS 1-1:05 *CBS News,* co-op; 1:05-1:30 No network service; 1:30-2 *U. S. Marine Band,* sust.
MBS 1-1:05 *News,* co-op; 1:05-1:15 *America's Top Tunes,* co-op; 1:30-1:35 *News,* Winston, Arm & Hammer, Gen. Motors; 1:35-1:50 *America's Top Tunes,* co-op; 1:50-conclusion, *Warm-Up, Game of The Day, Wrap-Up,* (½) Quaker State Oil.
NBC 1-1:45 *Monitor,* part. (also repeats *Farm & Home,* 1-1:25; *Dreier,* 1:25-1:30, and *Red Foley,* 1:30-1:45) 1:45-2 *Monitor,* part.

2-3 p.m.

ABC 2-2:25 *Matinee,* sust.; 2:55-3 *Weekend News,* R. J. Reynolds, American Home.
CBS 2-2:05 *CBS News,* Chevrolet; 2:05-3 No network service.
MBS 2-2:30 *News,* co-op; 2:30-3 *News,* Arm & Hammer and part.
NBC 2-3 *Monitor,* part.

3-4 p.m.

ABC 3-3:55 *Matinee,* sust.; 3:55-4 *Weekend News.*
CBS 3-3:05 *CBS News,* Chevrolet; 3:05-4 No network service.
MBS 3-3:30 *News,* co-op; 3:30-4 *News,* sust.
NBC 3-4 *Monitor,* part.

4-5 p.m.

ABC 4-4:55 *Matinee,* sust.; 4:55-5 *Weekend News.*
CBS 4-4:05 *CBS News,* co-op; 4:05-5 No network service.
MBS 4-4:30 *News,* co-op; 4:30-4:35 *News,* Gen. Motors; 4:35-5 *America's Top Tunes,* co-op.
NBC 4-5 *Monitor,* part.

5-6 p.m.

ABC 5-5:30 No network service; 5:30-5:35 *Speaking of Sports,* sust.; 5:35-5:55 No network service; 5:55-6 *Weekend News.*
CBS 5-5:05 *CBS News,* co-ops; 5:05-6 No network service.
MBS 5-5:05 *News,* co-op; 5:05-5:30 *America's Top Tunes,* co-op; 5:30-5:35 *Sports—Frankie Frisch,* Quaker State Oil, Arm & Hammer; 5:35-6 *America's Top Tunes,* co-op.
NBC 5-6 *Monitor,* part.

SATURDAY EVENING

6-7 p.m.

ABC 6-6:30 *Navy Hour,* sust.; 6:30-6:35 *Speaking of Sports,* sust.; 6:35-6:55 No network service; 6:55-7 *Weekend News.*
CBS 6-6:05 *CBS News,* co-op; 6:05-6:30 *Lenny Herman Orch.,* sust.; 6:30-6:55 *Saturday at the Chase,* sust.; 6:55-7 *Sports Time,* R.J. Reynolds, Stewart-Warner.
MBS 6-6:05 *News,* co-op; 6:05-6:15 *America's Top Tunes,* co-op; 6:15-6:30 *The Search,* sust.; 6:30-6:35 *News,* Arm & Hammer and part.; 6:35-7 *Bill Stern's Sports Beat.*
NBC 6-7 *Monitor,* part.

7-8 p.m.

ABC 7-7:30 *Frankie Avalon Show,* Pfizer Labs; 7:30-7:35 *Speaking of Sports,* sust.; 7:35-7:35 No network service; 7:55-8 *Weekend News.*
CBS 7-7:05 *CBS News,* Chevrolet; 7:05-7:10 *News Analysis,* Delco; 7:10-8 No network service.
MBS 7-7:05 *News,* co-op; 7:05-7:30 *Hawaii Calls,* sust.; 7:30-8 *Word of Life Hour,* Word of Life.
NBC 7-8 *Monitor,* part.

8-9 p.m.

ABC 8-8:30 *Vincent Lopez Show,* sust.; 8:30-8:55 No network service; 8:55-9 *Weekend News.*
CBS 8-8:15 *World Tonight,* co-op; 8:15-8:30 No network service; 8:30-9 *World Music Festivals,* sust.
MBS 8-8:05 *News,* co-op; 8:05-8:30 *Bandstand, U.S.A.,* co-op; 8:30-8:35 *Sports—Frankie Frisch,* Quaker State Oil, Arm & Hammer, Gen. Motors. 8:35-9 *Bandstand, U.S.A.,* co-op.
NBC 8-9 *Monitor,* part.

9-10 p.m.

ABC 9-9:25 *Lawrence Welk's Army Show,* sust.; 9:25-9:30 *Speaking of Sports,* sust.
CBS 9-10 *World Music Festivals,* sust.
MBS 9-9:05 *News,* co-op; 9:05-9:30 *Bandstand, U.S.A.,* co-op; 9:30-9:35 *News,* Gen. Motors; 9:35-10 *Bandstand, U.S.A.,* co-op.
NBC 9-10 *Monitor,* part.

10-11 p.m.

ABC 10-10:30 No network service; 10:30-10:35 *Speaking of Sports,* sust.; 10:35-10:55 No network service; 10:55-11 *Weekend News.*
CBS 10-10:05 *CBS News,* co-op; 10:05-11 No network service.
MBS 10-10:05 *News,* co-op; 10:05-10:30 *Music Beyond the Stars,* co-op; 10:30-10:35 *News,* Gen. Motors, Arm & Hammer; 10:35-11 *Music Beyond the Stars,* co-op.
NBC 10-10:30 *Monitor,* part; 10:30-11 *Grand Ole Opry,* R.J. Reynolds; (limited network only, remainder of stations available on sustaining basis).

11 p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Weekend News,* sust.
CBS 11-12 No network service.
MBS 11-11:05 *News,* co-op; 11:05-11:35 *Music Beyond the Stars,* co-op; 11:35-12 No network service.
NBC 11-12 *Monitor,* part.

MIDNIGHT-1 A.M.

Midnight-1 a.m.

ABC 12-1 No network service.
CBS 12-1 No network service.
MBS 12-1 No network service.
NBC 12-12:05 *News,* sust.; 12:05-1 No network service.

AUDITION ?
FOR PERFECT RECORDINGS
PRESTO

It works like a charm to say PRESTO—the first name in instantaneous recording discs. Only PRESTO makes the famous PRESTO MASTER, the ultimate in flawless, fleck-less disc-recording surfaces. Only PRESTO, alone among all manufacturers, handles every intricate step in the manufacture of its discs. Why use a disc that isn't PRESTO-perfect?

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

BP *Since 1934 the world's most carefully made recording discs and equipment.*

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

June 18 through June 24. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

***Carbondale, Ill.—Board of Trustees of Southern Illinois U.** vhf. ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 865 ft., above ground 900 ft. Estimated construction cost $703,800, first year operating cost $225,000. P.O. address Carbondale, Ill. Studio location Carbondale. Trans. location Tamaroa, Ill. Geographic coordinates 38° 06′ 15″ N. Lat., 89° 14′ 37″ W. Long. Trans.-ant. RCA. Legal counsel Krieger and Jorgensen. Consulting engineer George P. Adair. Ann. June 25.

Louisville, Ky.—Kentuckiana Television Inc. uhf ch. 51 (692-698 mc); ERP 14.4 kw vis., 7.6 kw aur.; ant. height above average terrain 251.2 ft., above ground 336 ft. Studio-trans. location 903 E. River Rd., Louisville. Geographic coordinates 38° 15′ 41.8″ N. Lat., 85° 44′ 15.3″ W. Long. Trans.-ant. RCA. Legal counsel Welch, Mott & Morgan. Consulting engineer John H. Mullaney. Principals include **George E. Egger, Holman R. Wilson, William S. Cutchins** and **Ferris E. Traylor** (16.5% each) and others. Mr. Traylor has interest in **Evansville Television Inc.**, bankrupt former licensee of WTVW (TV) Evansville, Ind. Ann. June 30.

Existing Tv Stations

ACTION BY FCC

KTVU (TV) Oakland, Calif.—Granted waiver of Sec. 3.652 (a) to permit KTVU to identify itself as San Francisco as well as Oakland. Comr. Robert Bartley dissented. Ann. June 25.

Translators

Palo Verde Valley Tv Club, Blythe, Calif.—Granted application for new tv translator station on ch. 83 to translate programs of KIVA (ch. 11), Yuma, Ariz. Ann. June 25.

Watonwan TV Improvement Assn., St. James, Minn.—Granted applications for three new tv translator stations on ch. 78, 81 and 75 to translate programs of Minneapolis stations KMSP-TV (ch. 9), WTCN-TV (ch. 11) and WCCO-TV (ch. 4), respectively. Ann. June 25.

New Am Stations

ACTIONS BY FCC

Sarasota, Fla.—Gulf Coast Bcstg. Inc. Granted 1280 kc, 500 w D DA. P.O. address 3439 S. McIntosh Rd., Sarasota, Fla. Estimated construction cost $17,050, first year operating cost $42,000, revenue $48,000. **Kelsey L. Hutchinson** (50%), salesman, **L. C. McCall** (40%), 50% WWPF Palatka, Fla., 10% WJEM Valdosta, Ga., and **Ethel V. Hutchinson** (10%), mother of Kelsey, will be owners. Ann. June 25.

Rio Piedras, P.R.—Julio Morales Ortiz. Granted 630 kc, 1 kw D. P.O. address Box 335, Hato Rey, P.R. Estimated construction cost $12,500, first year operating cost $30,000, revenue $42,000. Sr. Ortiz, sole owner, is 2 shares owner of WRIO Rio Piedras, which he will sell prior to beginning program tests. Ann. June 25.

APPLICATIONS

Victorville, Calif.—Jerry Carr. 1590 kc, 500 w D. P.O. address 1409 Geary St., San Francisco. Estimated construction cost $11,900, first year operating cost $36,000, revenue $40,000. Mr. Carr is majority owner **Joveco Yogurt Dairy** in San Francisco. Ann. June 29.

Victorville, Calif.—George Shane 1450 kc, 250 w. P.O. address 443 E. St., San Bernardino, Calif. Estimated construction cost $18,023, first year operating cost $38,000, revenue $48,680. Mr. Shane is San Bernardino merchant. Ann. June 29.

Blue Ridge, Ga.—Fannin County Bcstg. Co. 1440 kc, 500 w D. P.O. address Blue Ridge, Ga. Estimated construction cost $20,099, first year operating cost $12,000, revenue $25,000. Sole-owner, **E. E. Harper**, is in auto parts business. Ann. June 30.

Cumming, Ga—Sawnee Bcstg. Co. 1410 kc, 1 kw D. P.O. address General Delivery, Cumming, Ga. Estimated construction cost $19,836, first year operating cost $20,000, revenue $36,000. Sole-owner, **John T. Pittard**, is in insurance and real estate businesses. Ann. June 26.

Newnan, Ga.—Radio Newnan. 1300 kc, 500 w D. P.O. address Newnan, Ga. Estimated construction cost $4,606, first year operating cost $18,000, revenue $24,000. Sole-owner **Eathel Holley** has interests in WOKS Columbus and WLAW Lawrenceville, both Georgia. Ann. June 29.

Nicholasville, Ky. — Nicholasville Bcstg. Co. 1250 kc. 500 w D. P.O. address Box 450, Paducah, Ky. Estimated construction cost $15,350, first year operating cost $30,000, revenue $35,000. Principals are **Pierce E.** and **F. E. Lackey** (50% each), both of whom have interest in WRAJ-AM-FM Anna, Ill. Pierce Lackey, also owns WPAD-AM-FM Paducah, Ky. and F. E. Lackey owns WHOP-AM-FM Hopkinsville, Ky. Ann. June 18.

Bartlesville, Okla.—B-D Broadcasters. 630 kc, 500 w D. P.O. address Box 1051, Texarkana, Tex. Estimated construction cost $13,000, first year operating cost $24,000, revenue $36,000. Equal owners are **Floyd Bell** (who has interests in KOSI Aurora, Colo. and KOBY San Francisco) and J. P. Dunklin (Texas rancher and investment and security broker). Ann June 29.

Englewood, Tenn.—Englewood Bcstg. Co. 1360 kc, 1 kw D. P.O. address Box 151, Lenoir City, Tenn. Estimated construction cost $7,000, first year operating cost $25,000, revenue $30,000. Sole-owner, **Arthur Wilkerson**, owns WLIL Lenoir City and WLIK Newport, both Tennessee. Ann. June 23.

Greenville, Tenn.—Greene County Bcstg. Inc. 1450 kc. 250 w. P.O. address Box 829, Elizabethon, Tenn. Estimated construction cost $11,869, first year operating cost $31,000, revenue $35,000. Principals are **R. C. Turrentine Jr., James L. Turrentine** (32½% each), **William E. Hale** (25%) and **Ann T. Hazen** (10%). Messrs. Turrentine and Mrs. Hazen are each one-third owners of WBEJ Elizabethon, Tenn. Mr. Hale is general manager of WBEJ. Ann. June 29.

Isabela, P.R.—Sergio Martinez Caraballo 1420 kc, 250 w. P.O. address Box 533, Isabela, P.R. Estimated construction cost $17,335, first year operating cost $13,150, revenue $25,000. Sr. Martínez is public accountant. Ann. June 29.

Yauco, P.R.—Ponce Bcstg. Corp. 1550 kc, 250 w D. P.O. address Box 1526, Ponce, P.R. Estimated construction cost $17,990, first year operating cost $30,000, revenue $42,000. Applicant owns WLEO Ponce, P.R. Ann. June 29.

Existing Am Stations

APPLICATIONS

KVEN Ventura, California—Cp to increase daytime power from 250 w to 1 kw, change ant.-trans. and studio location, delete remote control, install DA-D and new trans. (1450 kc). Ann. June 30.

KASO Minden, La.—Mod. of license to change from sh to unl. (1240 kc). Ann. June 30.

WWSC Glens Falls, N.Y.—Cp to increase daytime power from 250 w to 1 kw; & install new trans. (1450 kc). Ann June 29.

WPPA Pottsville, Pa.—Cp to increase daytime power from 250 w to 1 kw to 5 kw, change ant.-trans. location, make changes in DA system, change from DA-N to DA-2 and install new trans. (1360 kc). Ann. June 25.

WBCU Union, S.C.—Mod. of license to operate Unl. from Sept. thru Dec. and sh Jan. thru Aug. (1450 kc). Ann June 27.

KRSD Rapid City, S.D.—Cp to increase daytime power from 250 w to 1 kw; install new trans.; change studio location and remote control point. (1340 kc). Ann. June 26.

KLOG Kelso, Wash.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1490 kc). Ann. June 29.

WSWW Platteville, Wis. — Cp to change hours of operation from D to Unl., using power of 500 w, 1 kw-LS and install DA-N, (1590 kc). Ann. June 30.

CALL LETTERS ASSIGNED

KBET Reno, Nev.—Sierra Bcstg. Co. Changed from KATO.

WBIC Islip, N.Y.—South Shore Bcstg. Corp. Changed from WSNB.

WJVW North Augusta, S.C.—North Augusta Bcstg. Co.

KKSN Grand Prairie, Tex.—Three Cities Radio Inc. Changed from KBCS.

KVIL Highland Park, Tex.—University Advertising Co.

KUKO Post, Tex. — Maples-McAlister Bcstg. Co. Changed from KPOS.

New Fm Stations

ACTIONS BY FCC

Atlanta, Ga.—Great Commission Gospel Assn. Inc. Granted 94.9 mc, 7.1 kw. P.O. address Box 77 Atlanta. Estimated construction cost $1,050, first year operating cost $6,000, revenue $6,000. Applicant owns WAVO Avondale Estates, Ga. Ann. June 25.

Pittsburgh, Pa.—WCAE Inc. Granted 96.1 mc, 31 kw. P.O. address 530 Carlton House. Estimated construction cost $21,250, first year operating cost $32,600. WCAE Inc. which is owned by Hearst Corp., operates WCAE and owns 50% of WTAE (TV) both Pittsburgh. Ann. June 25.

Charlottesville, Va.—Eastern Bcstg. Corp. Granted 97.5 mc, 3.4 kw. P.O. address Rose Hill Drive. Estimated construction cost $8,040, first year operating cost $6,500, revenue $7,000. Applicant owns WCHV Charlottesville. Ann. June 25.

Milwaukee, Wis.—Hearst Corp. Granted 97.3 mc, 25.5 kw. P.O. address 959 Eighth Ave., Rm. 202, New York 19. Estimated construction cost $29,975. Applicant owns WISN-AM-TV Milwaukee, WBAL-AM-TV Baltimore and WCAE Pittsburgh, Pa. Ann. June 25.

APPLICATIONS

Phoenix, Ariz.—KOOL Radio-Television Inc. 94.1 mc, 57.5 kw. P.O. address 511 W. Adams St., Phoenix. Estimated construction cost $26,213, first year operating cost $3,300, revenue none. Applicant is licensee of KOOL-AM-TV Phoenix. Ann. June 29.

***Park Forest, Ill.—Rich Township High School** 88.1 mc, 10 w. P.O. address Sauk & Westwood, Park Forest. Estimated construction cost $2,400, first year operating cost $100. Ann. June 29.

St. Paul, Minn.—Selby Gospel Mission 102.5 mc, 250 w. P.O. address 1347 Selby Ave., St. Paul 4. Estimated construction cost $18,969, first year operating cost $5,000, revenue $6,500. Ann. June 29.

Existing Fm Stations

APPLICATION

WKOP-FM Binghamton, N.Y.—Cp to change frequency from 95.3 mcs to 100.5 mcs; change ERP to 39.9 kw; increase ant. height to 451 ft., install new trans. Ann. June 26.

CALL LETTERS ASSIGNED

WCMC-FM Wildwood, N.J. — Francis J. Matrangola.

KNDE-FM Aztec, N.M.—I.E. Shahan.

KOCW (FM) Tulsa, Okla.—Grayhill Inc.

WQMM (FM) Memphis, Tenn. — Quality Music of America Inc.

WSIX-FM Nashville, Tenn.—WSIX Inc.

KARO Houston, Tex.—E. F. Weerts.

KGUL-FM Houston, Tex.—Taft Bcstg. Co. Changed from KHGM (FM).

KZUN-FM Opportunity, Wash. — KZUN Inc.

Ownership Changes

ACTIONS BY FCC

KAWT Douglas, Ariz—Granted assignment of license to **Hillcrest Bcstg. Co.** (**H.G. Newcomb**, president); consideration $55,000. Ann. June 25.

KSON San Diego, Calif.—Granted transfer of control from **Jack O. Gross** to **Kenyon Brown**; consideration $550,000. Mr.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through June 30

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,328	49	123	694
FM	577	44	151	84
TV	466[1]	54	102	118

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 30

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1959

	AM	FM	TV
Licensed (all on air)	3,324	571	458[1]
CPs on air (new stations)	42	41	62[2]
CPs not on the air (new stations)	118	147	102
Total authorized stations	3,484	759	668
Applications for new stations (not in hearing)	526	53	46
Applications for new stations (in hearing)	155	21	68
Total applications for new stations	681	74	114
Applications for major changes (not in hearing)	627	33	32
Applications for major changes (in hearing)	51	0	18
Total applications for major changes	678	33	50
Licenses deleted	0	0	0
CPs deleted	2	1	0

---

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Brown has interests in KGLC Miami, Okla.; KFOX-AM-FM Long Beach, Calif.; KCOP (TV) Los Angeles, and KIMO Independence, Mo. Comr. Robert Bartley voted for 309(b) letter. Ann. June 25.

WIOK Mount Dora, Fla.—Granted assignment of license to **Frank A. Taylor** (licensee of WRWB Kissimmee); consideration $35,000. Ann. June 25.

WJOE Ward Ridge, Fla.—Granted assignment of license to **Martin J. Begley, Jr.**, and **Robert D. Sidwell**, d/b as **National Radio of Port St. Joe**; consideration $31,000. Ann. June 25.

WQUB Galesburg, Ill.—Granted assignment of license to **Webster Bcstg. Co. (Frederick C. Webster, Jr., Harold B. Inman,** and **Fred W. Aspey, Jr.**); consideration $80,000. Ann. June 25.

WAMM Flint, Mich.—Granted transfer of control from **Cora J. Carter**, executrix of estate of **Richard S. Carter**, and **Albert** and **Harry Binder**, to latter two and **Saul Syde, Philip Munson, Louis Cohn** and **Clarence Rhodes**; consideration involves $20,000 payment by four newcomers to Cora J. Carter for 20% of her stock, stock reorganization, and estate to sell its shares to licensee for $80,000. Ann. June 25.

WLAU Laurel, Miss.—Granted transfer of control from **Chalmers T. McCallum** and **Norma H. Leggett** to **Eugene T. Tibbett, Stewart J. Gilchrist** and **Norma H. Leggett**; involves Mr. McCallum selling 50% interest for $5,000 and other stock transactions to give new parties each a third interest. Ann. June 25.

WTKO Ithaca, N.Y.—Granted transfer of control from **Thompson K. Cassel** to **Ellis E. Erdman, Pauline B.** and **Allan H. Treman** and **James J. Clynes, Jr.**; consideration $77,500 for Mr. Cassel's 52% interest. Ann. June 25.

WPOW New York, N.Y.—Granted assignment of license to **WPOW, Inc. (John M. Camp**, president); consideration $250,000 and agreement that assignor will not compete in radio business in New York for 10 years. Comr. Robert Bartley not participating. Ann. June 25.

WOPI-AM-FM Bristol, Tenn.—Granted transfer of control from **W.A. Wilson Sr.**, et al., to **Pioneer Bcstg. Corp. (Donald W. Owen, president, Bill B. Stone** and **Wm. B. Rowland**); consideration $155,000. Ann. June 25.

KXA Seattle, **Wash.**—Granted transfer of control from **Samuel L. Savidge Jr.**, et al., to **Wesley I. Dumm** (presented 24.9% owner); consideration $172,730 for remaining 75.1% interest. Ann. June 25.

APPLICATIONS

KRUX Glendale, Ariz.—Seeks assignment of license from **Don G.** and **Otilie Owsley** (joint venture) to **Leland Bisbee Bcstg. Co.** for $362,000 (including $15,000 for pre-paid rent). Purchasers are **George E. Bisbee** (14.3%) and **Leland S. Bisbee Jr.** and **Margaret C. Bisbee** (42.85% each). Leland Bisbee has interest in **Triad Tv Corp.**, licensee of WALM Albion, Mich. George and Leland are in beauty supply business, and Leland and Margaret are travel agents. Ann. June 25.

KBLF Red Bluff, Calif.—Seeks assignment of license from **Tehama Bcstg. Co.** to **Victor Industries Corp. of California** for $60,000. Purchasers are **Clay McGowan** (25%) and **Victor Muscat** (75%). Mr. Muscat owns Victor Metal Products Corp. (manufacturer of tooth paste tubes). Mr. McGowan is general manager of Victor. Ann. June 25.

WDRC-AM-FM Hartford, Conn. — Seeks assignment of license and cp from **Connecticut Bcstg. Co.** to **Buckley-Jaeger Bcstg. Corp. of Connecticut**, for $815,000. Purchasers are **Richard D. Buckley** (80%) and **John B. Jaeger** (20%). Messrs. Buckley and Jaeger are licensees of WHIM Providence, R.I. Mr. Buckley formerly had interest in **Metropolitan Bcstg. Corp.** (WNEW-AM-FM-TV New York, WTTG [TV] Washington and WHK-AM-FM Cleveland.) Mr. Jaeger currently has interest in Metropolitan, and is now in process of liquidating that interest. Ann. June 25.

WRGR Starke, Fla.—Seeks assignment of license from **Tidewater Bcstrs. (Rudolph M.** and **Dorothy L. Chamberlin)** to **Radio Starke Inc.** for $36,500. Purchasers are **Murray C.** and **Olympia M. Tillman** (50% each). Mr. Tillman has 50% interest in WARN Ft. Pierce, Fla. Ann. June 29.

WTNT Tallahassee, Fla.—Seeks transfer of control of 40% of **Tallahassee Applicane Corp.** from **F. W. Hazelton** (present 100% owner) to **Donald C. Price** and **Hurley W. Rudd** (20% each) for $30,000 ($15,000 for each 20% interest). Ann. June 30.

WCLB Camilla, Ga.—Seeks assignment of license from **Capel Bcstg. Co.** to **Capel Bcstg. Inc.** No change in ownership or consideration involved. Ann. June 29.

WROK-AM-FM Rockford, Ill. — Seeks transfer of control of **Rockford Bcstrs. Inc.** from **Ken Mar Co.** to **Rockford Newspapers Inc.** No consideration involved. Ann. June 25.

WISK St. Paul, Minn.—Seeks assignment of license from **B.V.M. Bcstg. Inc.** to **WISH Bcstg. Corp.** for $625,000 (including assumption of liabilities of $125,000). Purchaser is **Crowell-Collier Publishing Co.** (KFWB Los Angeles, KEWB Oakland, both California). Ann. June 25.

WRVM Rochester, N.Y.—Seeks assignment of license from **Rochester Bcstg. Inc.** to

Advertisement

Gets Smaller Job

Demoted to rateholding for a couple of summer months, Mr. WSLSTV has this to say: "#%&()*."

WSLS-TV • Channel 10 • NBC Television • Mail Address: Roanoke, Va. National Representatives: Blair Television Associates

*"What kind of a way is that to sell a 58-county market of 448,001 tv homes?"

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations
Radio Stations

50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

IF YOU'RE CHARGED WITH

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
EXCESS INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St
Chicago, 175 W. Jackson
San Francisco, 100 Bush St

Equipping a Radio Station?

MAGNETIC DISC

Type BQ-51A/BA-51A

RCA Magnetic Disc Recorder Is a Great New Tool for Broadcasters!

It makes possible fast recording and playback of commercials and announcements. Extremely simple to operate, it minimizes the skill required to produce a professional recording. Erasable magnetic discs have a long life, equal to or greater than tape, thus production costs can be reduced. Whatever your equipment requirements, SEE RCA FIRST!

Write for descriptive literature to RCA, Dept. W-22, Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

State Bcstg. Inc. No ownership change or consideration involved. Ann. June 25.

KDOT Reno, Nev.—Seeks assignment of license from **Jack L. Breece** to **KDOT Inc.** for $40,000. Purchaser is **Paul C. Schafer,** who is manufacturer of broadcast remote control and automatic programming equipment. Ann. June 29.

WNXT Portsmouth, Ohio—Seeks assignment of license from **Portsmouth Bcstg. Co.** to **WNXT Inc.** for $234,500. Purchasers are **Leonard Feldman** (90%) and **Abraham R. Ellman** (10%). Mr. Feldman is in auto business and Mr. Ellman has interests in KIST Santa Barbara, KGMS Sacramento, both California and KRAM Las Vegas, Nev. Ann. June 25.

KRCO Prineville, Ore.—Seeks transfer of control of **Radio Central Oregon Inc.** from **N.A. Miksche** to **C.R. Matheny,** each of whom presently owns 50%. Purchase price: $42,500. Ann. June 30.

WHLP Centerville, Tenn.—Seeks transfer of control of **Trans-Air Broadcast Corp.** from **William R. McDaniel** and **Eugene Hester** (each present 50% owners) to **Samuel J. Simon** (51%) for $2,130. Mr. Hester remains as 49% owner. Mr. Simon has interest in WRBS Tuscaloosa, Ala. Ann. June 30.

KOLE Port Arthur, Tex.—Seeks assignment of license from **Port Arthur Bcstg. Co.** to **Radio Southwest Inc.** for $175,000. Purchasers are **John H. Hicks Jr.** and **Edward L. Francis** (50% each). Mr. Hicks is employe Paul H. Raymer Co. Mr. Francis is attorney. Ann. June 30.

WMOD Moundsville, W.Va.—Seeks transfer of control of **Miracle Valley Bcstg. Inc.** from **John T. Taylor** (present 51% owner) to **Guy McDowell, O.H. Gall, Frank P. Lautar, Charles L. Miller,** and **Joe J. Ovies** for $5,474. After transfer, Mr. Taylor will own 34% of Miracle Valley. Transferees are present minority stockholders in WMOD. Ann. June 25.

Hearing Cases

By order, Commission denied appeal by E. Anthony & Sons Inc., from examiner's order postponing further proceedings in New Bedford, Mass., ch. 6 tv comparative proceedings, pending Commission action on appeal by Wilson Bcstg. Corp. for clarification of procedures to be followed under issue 1. Ann. June 29.

Mount Lassen Radio and Tele. Bcstg. Co., Red Bluff, Calif.—Designated for hearing application for new am station to operate on 1360 kc, 500 w, D; made KFIV Modesto, party to proceeding. Ann. June 25.

Robert L. Lippert, Fresno, Calif., KOBY San Francisco, Calif.—Designated for consolidated hearing applications of Lippert for new am station to operate on 1550 kc, 500 w, D and KOBY to change operation on 1550 kc from 10 kw, DA-2, U, to 10 kw-N, 50 kw-LS, DA-2, U; made KFBK Sacramento, party to proceeding. Ann. June 25.

The Dodge City Bcstg. Inc., Liberal, Kan. —Designated for hearing application for new am station to operate on 600 kc, 500 w, DA-2, U. Ann. June 25.

WSGW Saginaw, Mich.—Designated for hearing application to increase daytime power from 1 kw to 5 kw, continuing unlimited time operation on 790 kc with 1 kw-N, DA-2. Comr. T.A.M. Craven voted for grant. Ann. June 25.

Gulf Coast Bcstrs., Moss Point, Miss.; Tri-County Bcstrs. Inc., Lucedale, Miss.—Designated for consolidated hearing applications for new am stations to operate on 1440 kc, 1 kw, D. Ann. June 25.

WMBO Auburn, N.Y —Consolidated application of WMBO to change operation on 1340 kc from 250 w, unl., to 250 w-N, 1 kw-LS, unl., in hearing on application of Entertainment and Amusements of Ohio Inc., for new am station on 1320 kc, 500 w, DA-D in Solvay; made WOSC Fulton, and WUSJ Lockport, parties to proceeding. Ann. June 25.

Routine Roundup

WIP Philadelphia, Pa.—By letter, denied request for temporary waiver of Sec. 3.30(a) of rules to permit WIP to originate programs from Atlantic City, N.J., from July 18 to July 31 coincidental with Atlantic City vacation scheduled for about half of WIP staff. Ann. June 25.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 26

Following stations were granted extensions of completion date as shown: KTXT-TV Lubbock, Tex., to Jan. 21, 1960; WCBS-TV New York, N.Y. (main trans. & ant.), to July 28.

Actions of June 25

WTVN-TV Columbus, Ohio—Granted assignment of license to **Taft Bcstg. Co.**

WBRC-AM-FM-TV Birmingham, Ala.—Granted assignment of licenses to **Taft Bcstg. Co.**

WKRC-TV Cincinnati, Ohio—Granted assignment of license to **Taft Bcstg. Co.**

WKYT (TV) Lexington, Ky.—Granted assignment of cp to **Taft Bcstg. Co.**

WICU-TV Erie, Pa.—Granted assignment of license to **Air-Way Branches Inc.**

WKYT (TV) Lexington, Ky.—Granted extension of completion date to Dec. 22.

Actions of June 23

KVNI Coeur d'Alene, Idaho—Granted assignment of license to **Rexard Co.**

KIOA Des Moines, Iowa—Granted assignment of license to **Radio Station KIOA Inc.**

KAKC Tulsa, Okla.—Granted assignment of license to **Radio Station KAKC Inc.**

WTVY (TV) Dothan, Ala.—Granted acquisition of positive control by **Charles Woods** through purchase of stock from **J. H. McMullan.**

WTNT Tallahassee, Fla.—Granted acquisition of positive control by **F. W. Hazelton** through purchase of stock from **Emanuel Joanos.**

KLOO Corvallis, Ore.—Granted acquisition of negative control by each **Dale K. Allison** and **Robert G. Beattie** through sale of stock by **Donald C. Wilkinson** to licensee and retirement to treasury thereof.

KWSH Wewoka, Okla.—Granted transfer of control from estate of **Stella Katherine Morris** to **Anderson Brown Morris, Katherine Hoover** and **Virginia High.**

WHP-TV Harrisburg, Pa.—Granted license for tv station; ant. 910 ft. (main trans. & ant.).

KRON-FM San Francisco, Calif.—Granted license for fm station and specify studio location; ERP 13.5 kw; without prejudice to whatever further action Commission may deem necessary as result of decision ultimately reached in Standard Radio and Tv Co. vs. Chronicle Publishing Co., et al., Superior Court, California.

WFBM-TV Indianapolis, Ind.—Granted license covering change in auxiliary trans. location, main trans. and ant. site.

WRC-TV Washington, D.C.—Granted cp to install auxiliary driver for main trans. (vis. & aur.) (main trans. & ant. & aux. ant.).

WCAS Gadsden, Ala.—Granted mod. of cp to change ant.-trans. location and type trans.

KFAB-FM Omaha, Neb.—Granted mod. of cp to increase ERP to 58 kw; decrease ant. height to 500 ft.; move ant.-trans. location (same site); change type ant. and type trans.; remote control permitted; conditions.

***WNPS New Orleans, La.**—Granted authority to remain silent for period beginning July 1 and ending Aug. 3.

KPOW Powell, Wyo.—Granted authority to operate from 6 a.m., sign-on, to 9 p.m., sign-off, for period ending Aug. 31.

WCKR-FM Miami, Fla.—Granted extension of authority to remain silent to July 22.

Following stations were granted extensions of completion dates as shown: WIOI New Boston, Ohio, to Dec. 15; KLAY-FM Tacoma, Wash., to July 30, and KYA-FM San Francisco, Calif., to Aug. 1.

Actions of June 22

***KUHT (TV) Houston, Tex.**—Granted assignment of license to U. of Houston.

WBRC-FM Birmingham, Ala.—Granted cp to replace expired permit for fm station.

WTOL Toledo, Ohio—Granted mod. of cp to change ant.-trans. location and make changes in ground system; condition.

KYVA Gallup, N.M.—Granted mod. of cp to change ant.-trans. location and type trans.

WEZY Cocoa, Fla.—Granted mod. of cp to change ant.-trans. location and make changes in ground system; conditions; remote control permitted.

Mrs. Donna Joyce Shenkman, Westmount, Quebec Province, Canada—Granted authority to transmit programs to CJSS Cornwall, Ont., Canada, by Bell telephone lines from State of New York, area of City of Wassena and St. Lawrence Seaway, during visit of Her Majesty Queen Elizabeth The Second, for period June 22 to July 5.

WAUB Auburn, N.Y.—Granted extension of completion date to Oct. 10.

Action of June 26

WNIB Chicago, Ill.—Granted change of remote control authority.

Actions of June 25

WOHP Bellefontaine, Ohio—Granted assignment of license to **Lake Erie Radio & Tv Corp.**

WDDT Greenville, Miss.—Granted assignment of license to **Clearwater Bcstg. Corp.**

WKRC-AM-FM Cincinnati, Ohio—Granted assignment of licenses to **Taft Bcstg. Co.**

WTVN-AM-FM Columbus, Ohio—Granted assignment of license and cp to **Taft Bcstg. Co.**

KADA Ada, Okla.—Granted transfer of

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St.—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W.,
Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAckson 6-4386 P. O. Box 82
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
5622 DYER STREET
EMERSON 3-3266
DALLAS 6, TEXAS

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Crawford 4496

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D. C.
District 7-4443

Service Directory

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY
MEASUREMENTS
A FULL TIME SERVICE
FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

COLLECTIONS
For the Industry
ALL OVER THE WORLD
TV—Radio—Film and Media
Accounts Receivable
No Collection—No Commissions
STANDARD ACTUARIAL
WARRANTY CO.
220 West 42nd St., N. Y. 36, N. Y.
LO 5-5990

SPOT YOUR FIRM'S NAME HERE, To Be Seen by 85,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.

*ARB Continuing Readership Study

control from estate of **Stella Katherine Morris** to **Anderson Brown Morris, Katherine Hoover** and **Virginia High.**

WICU Erie, Pa.—Granted assignment of license to **Air-Way Branches Inc.**

KXGO Fargo, N.D.—Granted mod. of license to change studio location.

WICC Bridgeport, Conn.—Granted mod. of license to change studio location.

KVFD Fort Dodge, Iowa—Granted cp to change ant. - trans. location and make changes in ant. and ground systems; conditions.

WOI Ames, Iowa—Granted cp to change ant.-trans. location; install new ant. and ground system and new trans.; condition.

WTNJ Trenton, N.J.—Granted cp to install new type trans.

WFVA Fredericksburg, Va.—Granted cp to change type trans.

KDRO Sedalia, Mo.—Granted cp to change type trans.

KMOX St. Louis, Mo.—Granted cp to install new type auxiliary trans. and increase power from 1 kw to 10 kw.

KCID Caldwell, Idaho — Granted cp to change type trans.

WJMA Orange, Va.—Granted cp to change ant.-trans. and studio locations and install new trans.

KYFM (FM) Oklahoma City, Okla. — Granted cp to change type trans.

WAEL Mayaguez, P.R. — Granted cp to install old main trans. as auxiliary trans. (main trans. location redescribed) using nondirectional ant.; remote control permitted.

WHYS Ocala, Fla.—Granted cp to install new trans.

WGIV Charlotte, N.C.—Granted cp to change type trans.

WCMN Arecibo, P.R. — Granted cp to change type trans.

KEWB Oakland, Calif.—Granted cp to install new trans. for auxiliary purposes only; remote control permitted employing DA-N.

WLOL-FM Minneapolis, Minn. — Granted cp to decrease ERP to 9.4 kw; increase ant. height to 400 ft.; make changes in trans. equipment and install new ant.; condition.

KWED Seguin, Tex.—Granted cp to install new trans.

WJZZ (FM) Bridgeport, Conn.—Granted mod. of cp to change studio location; waived Sec. 3.205 of rules to permit studio to be located outside city of Bridgeport and not at site where trans. is located.

WLES Lawrenceville, Va.—Granted mod. of cp to make changes in ant. and ground systems (decrease height).

WLSN Wilson, N.C.—Granted mod. of cp to change trans. location; type trans. and make changes in ground system and ant. (increase height); condition.

WCCN Neillsville, Wis.—Granted mod. of cp to change type trans.

WHIE Griffin, Ga.—Granted mod. of cp to change type trans.

WMLT Dublin, Ga.—Granted mod. of cp to change type trans.

WTUP Tupelo, Miss.—Granted mod. of cp to install new type trans.; conditions.

KPNG Port Neches, Tex.—Granted mod. of cp to change studio location and type trans.

Following stations were granted extensions of completion dates as shown: WINQ Tampa, Fla., to Sept. 30; WCBQ St. Helen, Mich., to Sept. 15; WBFC Whitehall, Mich., to Nov. 10; WPAC Patchogue, N.Y., to July 31.

Actions of June 24

WCFV Clifton Forge, Va.—Granted cp to make changes in ant. system (increase height).

KFGQ-AM-FM Boone, Iowa—Granted authority to remain silent July 4 and Sept. 7 from 2 p.m. on.

WPRY Perry, Fla.—Granted authority to operate from 6:30 a.m. to 6:30 p.m. for period ending Sept. 15.

Action of June 23

WJPD Ishpeming, Mich.—Granted cp to install new trans. and change studio location (same as trans. location), and delete remote control.

Action of June 19

WONG Oneida, N.Y.—Granted authority to sign-off at 7 p.m., EDT, for period through Sept. 30.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Granted petition by WJMJ Bcstg. Corp. and Young People's Church of Air Inc., respectively, for extension of time to July 29 to file exceptions and to Aug. 31 to file replies in proceeding on their applications for new fm stations in Philadelphia, Pa. Action June 26.

By Chief Hearing Examiner
James D. Cunningham

Granted request by Dept. of Defense for acceptance of appearance filed late in proceeding on applications of Chronicle Pub. Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, Calif., to increase ant. height; granted petition by Westinghouse Bcstg. Inc. (KPIX), San Francisco, for intervention in same proceeding and allowed participation with respect to all of governing issues. Action June 26.

Directed following to appear on July 7, at 10 a.m., at United States Courthouse, Foley Square, New York, N.Y., and give evidence and supply information and data in investigatory proceeding in study of radio and tv network broadcasting, including tying-in of programs: McCann-Erickson Inc. (C. Terence Clyne); BBDO (Robert L. Foreman and James Schule); J. Walter Thompson Co. (Dan Seymour and John F. Devine); Young & Rubicam (Peter G. Levathes and David Miller); Ted Bates Co. (Richard A. R. Pinkham and Harold J. Saz); Sullivan, Stauffer, Colwell & Bayles (Philip H. Cohen); Benton & Bowles Inc. (Thomas J. McDermott); Compton Advertising Inc. (Lewis H. Titterton); Cunningham & Walsh Inc. (John B. Cunningham); Lennen & Newell Inc. (Nicholas E. Keesely). Action June 25.

Granted point motion by all parties in proceeding on application of Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S.C., changed date specified for resumption of hearing and for compliance with subpoena *duces tecum* from June 29 to Sept. 14. Action June 25.

Designated for hearing on Sept. 17 following applications: KSOO-TV Inc. (KSOO-TV), Sioux Falls, S.D., for mod. and extension of cp; and am application of WMAX Inc. (WMAX), Grand Rapids, Mich. Actions June 22.

Granted petition by Yakima Television Corp. for dismissal without prejudice of its application and retained in hearing status application of Yakima Valley Television Co., both for new tv stations to operate on ch. 23 in Yakima, Wash. Action June 19.

By Hearing Examiner Basil P. Cooper

Granted motion by Armin R. Wittenberg insofar as he requests continuance and continued from June 26 to July 7 date for filing proposed findings of facts and conclusions of law and reply findings, if filed, will be filed on or before close of business on Friday, July 17, in proceeding on Wittenberg's application and that of Pasadena Presbyterian Church for new fm stations in Los Angeles and Pasadena, Calif. Action June 25.

By Hearing Examiner Thomas H. Donahue

Upon petition by Broadcast Bureau and with consent of all other parties in proceeding on am applications of Cannon System Ltd. (KIEV), Glendale, Calif., et al., extended from June 22 to July 7 date for filing response to memorandum of law for hearing examiner by KIEV and to July 22 for filing replies thereto. Action June 23.

By Hearing Examiner Isadore A. Honig

Issued order following prehearing conference in proceeding on am applications of Tobacco Valley Bcstg. Co., Windsor, Conn., and Telecolor Corp. (WTXL), West Springfield, Mass.; rescheduled hearing for Sept. 22. Action June 26.

Continued hearing from July 6 to July 29 in proceeding on application of Virgin Islands Bcstg. System, for additional time to construct station WDTV (AM), Christiansted, V.I. Action June 26.

By Hearing Examiner Annie Neal Huntting

Granted oral request of Rollins Bcstg. Inc., St. Louis, Mo., for continuance of hearing from June 30 to July 8 in proceeding on its application for additional time to construct changed nighttime facilities for KATZ St. Louis. Action June 24.

Scheduled prehearing conference for July 22 in proceeding on am application of WMAX Inc. (WMAX), Grand Rapids, Mich. Action June 24.

Issued statement and order following prehearing conference in proceeding on am applications of William Parmer Fuller III, Salt Lake City, Utah, et al.; continued hearing from July 6 to July 9 at 9 a.m. Action June 19.

By Hearing Examiner Jay A. Kyle

Cancelled June 16 order respecting motion by David V. Harman for leave to amend his application for new am station in Tempe, Ariz.; denied Harman's motion for leave to amend to specify certain changes in main studio, trans.: ant. sites and to provide additional financial information regarding construction costs; reopened record to incorporate by reference (a) agreement between Tempe Bcstg. Co. and Richard B. Gilbert, applicants in consolidation for am stations in Tempe, and (b) affidavit by W. H. Hansen setting forth certain out-of-pocket expenses incurred by Tempe in connection with its application, and record then closed. Action June 26.

Received in evidence affidavit of Thomas P. Johnson, president of Telecasting Inc., Weston, W.Va., marked as Telecasting Inc. exhibit no. 1 and record closed in Weston, W.Va., tv ch. 5 proceeding. Action June 22.

By Hearing Examiner H. Gifford Irion

On own motion, continued hearing from July 2 to July 17 in proceeding on application of Norman E. Kay for am facilities in Del Mar, Calif. Action June 23.

By Hearing Examiner Forest L. McClenning

Granted petition by Seaside Bcstg. Co. for leave to amend its application for new am station (KSRG) in Seaside, Ore., to reflect withdrawal of John P. Gillis and replacement by Seldon Mason; dismissed petition by Seattle, Portland and Spokane Radio (KXL), Portland, Ore., protestant, for extension of time to respond. Action June 25.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for July 14 in proceeding on applications of KSOO-TV Inc. (KSOO-TV), Sioux Falls, S.D., for mod. and extension of cp. Action June 23.

Scheduled further prehearing conference for July 13 in proceeding on am applications of B. J. Parrish, Pine Bluff, Ark., and James A. Noe (KNOE), Monroe, La. Action June 22.

By Hearing Examiner Elizabeth C. Smith

Granted petitions by San Val Bcstrs. for leave to amend its application to request waiver of Sec. 3.37 of rules, and James E. Walley to request waiver of Sec. 3.28 (c) and Sec. 3.37 of rules, in event Commission should determine that grant of their applications would violate these rules—both applications for am facilities in Oroville, Calif. Action June 26.

EDWIN TORNBERG
& COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

WEST COAST
915 North Commerce St.
Stockton, California
HOward 5-7367

WASHINGTON
1625 Eye Street, N.W.
DIstrict 7-8531

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED** 20¢ per word—*$2.00 minimum* • **HELP WANTED** 25¢ per word—*$2.00 minimum.*
- **DISPLAY** ads $20.00 per inch—*STATIONS FOR SALE advertising requires display space.*
- **All other classifications** 30¢ per word—*$4.00 minimum.*
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Large Florida market fm—only now in planning stages. Key to our success will be the right manager to direct the operation and handle sales. Our organization has long, successful broadcast experience and we reward those who produce. Full particulars please. Box 503M, BROADCASTING.

Small market station in southwest. Must be able to sell and keep absentee owner informed. Send summary background and references. Box 562M, BROADCASTING.

Manager-salesman wanted immediately for small, progressive mountain town in Carolina. Salary-commission, arrangement with plenty of opportunity. Must be sober, civic minded and proven salesman. Write full details. Box 600M, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales manager for new chain station in large upstate New York market. Incentive plan offers excellent earnings and future for enthusiastic man with proven record. Send salary requirements, resume and picture to Jim Gleason, WMNS, Olean, N.Y.

Sales

Salesman—fine future, top money with growing chain. Metropolitan Ohio market. Box 399M, BROADCASTING.

Need salesman-announcer, with abilities ranked in that order. Experience desirable, but not essential. Guarantee-commission. Established station in upper midwest market. Send photo and resume first letter. Box 549M, BROADCASTING.

Top radio salesman for Fort Smith, Arkansas' No. 1 rated radio station. We are enlarging our sales staff to take care of increasing business. Excellent working conditions. Salary, commission and bonus. Send complete information with picture to Box 554M, BROADCASTING.

Want salesman experienced in smaller markets, for station group in metropolitan midwest markets. Must want $10,000, by second year. Advancement opportunities. Box 570M, BROADCASTING.

Substantial minority ownership free in 20-year old regional full-time mid-south station can be yours if you're a genuine selling salesman and prove it. Station is alert, progressive, has audience, but not enough revenue; its parttime competitors are cutthroat and have made life miserable temporarily, but they're being beaten now without our having an up-and-at-'em sales department. Our offer is available to only two professionals who'll each receive modest guaranteed salary plus 50% commission on first $200.00 weekly billing they each add to station; commissions thereafter on a mutually satisfactory arrangement to be negotiated. You'd work hand-in-hand with resident operating licensees who are respected veterans in broadcasting. A full account of your life's history, your achievements and your ambitions are required as the first step in qualifying for this rare opportunity. We'll check you from birth to now, but we'll not contact your present employer without your permission first. Address your pitch quickly to Box 586M, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Sales opportunity for experienced, aggressive salesman. Established NBC station. Send references, resume, salary, photo. KENT, Shreveport, Louisiana.

Help Wanted—(Cont'd)

Sales

. . . **the reason** this ad isn't under management is because at our 4 metropolitan southern independent stations, we adhere to a policy of promoting from within. We're going to need 3 more managers in the next 3 years. We've built 4 tremendously successful stations—either No. 1 or No. 2 audience rated. We think you'd expect someone to prove himself in sales first before you promoted them—just as we do. Once you become a manager—possibly in 2 years—it's a lifetime job. Perhaps we're looking for each other. Why don't you send your resume, a late photograph and your philosophy of radio tonight to Box 571M, BROADCASTING.

America's most beautiful large market, Colorado Springs (142,000). Need two additional professional salesmen who can sell a quality popular music format . . . no rock and roll. New ownership now has two stations; going for five . . . your future unlimited. $5,000 to $6,000 guarantee plus commissions. Air mail complete background and photo to Ralph Petti, KSSS.

Announcers

Combo man wanted. Announcer who is good air man with first phone. Music, news station going remote control. Good salary for good announcer. Midwest. Box 306M, BROADCASTING.

Florida metropolitan market needs top 40, bright, fast paced dj. $120 a week. Send tape, references and experience. Box 370M, BROADCASTING.

Topnotch radio announcer wanted for Michigan modern music station. Modified formula, network operation, some rock and roll. but not a lot. Good working conditions, plenty of employee benefits, hospitalization, etc. Personal interview a must. Immediate opening. Write full details including salary expected. Box 395M, BROADCASTING.

Experienced morning man who can assist with copy. Must be sharp, bright, happy and willing to work. Northeast. Top pay for top ability. Box 536M, BROADCASTING.

Announcer with well-rounded experience for middle music station. Box 575M, BROADCASTING.

Experienced, well-educated announcer for south Texas network station. Box 576M, BROADCASTING.

Opening for experienced staff announcer. Central California station. Near national parks. Please include tape if possible. Box 594M, BROADCASTING.

Needed now, top-notch personality morning man with heavy adult appeal for number one station in U.S.A. Best living city. Possibility of pd for right man. This is a permanent job. Send salary, experience, photo and tape with first letter to Manager, P.O. Box 1400, Fort Lauderdale, Florida.

Adult-programmed station. Immediate opening for experienced, ambitious announcer dj. Send tape, resume, salary, photo KENT, Shreveport, Louisiana

Immediate opening experienced, bright morning dj-copywriter. Handle tightly produced morning show and write good selling copy. Resume, dj tape and samples of copy to Program Director, KGFW Radio, Kearney, Nebraska.

Increasing announcing staff. Only experienced, congenial men wanted. Rush details! Si Willing, Mgr., KMAR, Winnsboro, La.

Experienced announcer. Call or write Manager, KRIC, Beaumont, Texas.

Help Wanted—(Cont'd)

Announcers

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

Somewhere there must be a man who is interested in doing a good announcing job . . . takes pride in his work . . . becomes a member of the operation . . . wants good pay . . . security . . . a promising future . . . and is willing to put forth the effort to obtain same. No alcoholics . . . drifters . . . or nerve-patients should apply. Two years experience required. Tape auditions wanted immediately with personal interview to follow. Contact Clay Cline, WBBM, Statesville, North Carolina.

Swingin' intelligent dj for No. 1 formated station. Sales, copywriting helpful. Start $350 plus commissions. WHYS, Ocala, Florida.

Wanted: Versatile announcer experienced in handling remote pickups and studio work. Send full information background, tape, photo, references, minimum salary requirements. Address Personnel Director, WLAC Radio, 161 4th Ave., N., Nashville. Tenn.

Opening in August for announcer-engineer. Daytimer, 500 watts. City of 15,000. Good living and working conditions. Send full details, background and employment record. Write Maurice K. Henry, WMIK, Middlesboro, Kentucky.

New station in growing New York state chains has opened positions within organization. Need program director, chief announcer and news director. Good salaries. Please indicate position for which you are applying. Send resume, tape, picture, minimum salary, with first letter to: Jim Gleason, WMNS, Olean, N.Y.

Announcer, needed immediately, sales experience desired, but not necessary. Send resume and tape to WNNJ, Newton, N.J.

Experienced announcer-salesman for top rated local network station in fast-growing southeast Florida market. Guarantee $90 weekly salary and commission to start. Unlimited opportunity for increased pay and responsibility in ideal environment. Mature? Ambitious? Permanent? Send tape, photo, all details, WSTU, Stuart, Florida.

Technical

Chief engineer—southern daytime operation. Can go to college in spare time. Last two chiefs now college graduates and hold important industrial electronic positions. Better yourself while you work. Write Box 476M, BROADCASTING.

Wanted, engineer with experience on Dumont studio and transmitter equipment. Opportunity for training on video tape. Salary IBEW scale. Reply Box 547M, BROADCASTING.

Engineer who can sell or announce wanted immediately for good small town operation in mountains of North Carolina. Good salary and working conditions. Write full details. Box 601M, BROADCASTING.

Production-Programming, Others

Promotion-continuity writer for network station in Texas resort city. Box 577M, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Expanding staff. Looking for man experienced in all phases radio. Must be able to take complete charge of commercial department. Salary plus commission. Good opportunity and security for right man. No floaters. Write Manager, KCHE, Cherokee, Iowa.

News reporter-writer who can do air work. Send background information, tape, photograph, etc. to: WJTN, Jamestown, New York.

News director. Must be experienced in gathering, writing and airing. Heavy on local. Send tape and full information WNXT, Portsmouth, Ohio.

RADIO

Situations Wanted—Management

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

$48,000. Increased profits 1958. Can do same for you. For capable, efficient, profitable general manager, make offer. Box 516M, BROADCASTING.

In the red? Go black with a proven efficient manager. Box 518M, BROADCASTING.

Wish relocation by September 1st. Looking for greater opportunity and challenge. Presently manager of western station. Thirty-two, family man. Prefer to manage in west, northwest, southwest, or west coast. Will consider other areas. Strong sales, promotion, programming. At helm four years in present market. Sincere radio man. Want permanency, long range opportunity. By Sept. 1st, or earlier. Box 519M, BROADCASTING.

Station manager—Operating hour sound or block sound. Have had the answer for three other problem stations. Top references. Challenge important but so is money—have four children. Have close connection with broker if you're considering selling—but first need billing to establish station value. Box 546M, BROADCASTING.

Manager or commercial manager. Nine years radio experience as announcer, commercial manager, program director and manager. 3 years college, age 31. Work by results not by hours. Box 566M, BROADCASTING.

National rep salesman would like to hear from medium market station with management, sales management, or solid sales opportunity. Frank Frost, 2833 Belle Plaine, Chicago.

Sales

Experienced program director-salesman desires full-time sales opportunity. Box 532M, BROADCASTING.

Somewhere in the broadcasting industry there is a radio station that needs my services. Over 14 years experience in selling and management in major market. If you need help, let's get together. Box 534M, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Impecable references, background, earnings demonstrate aggressiveness, intelligence, character. Mature (35), choosy; yet adaptable. Brief sales (1½ years), 17 years metropolitan broadcasting provide merchandising, national rep, retailing, promotion, programming-sales comprehension. Large market only or small market with management-ownership proviso. Box 537M, BROADCASTING.

Salesman/announcer, long on hustle and savy, short on experience. Any opportunity the right one. Box 545M, BROADCASTING.

Experienced tv salesmanager—34—looking for small to medium sized market—with the opportunity of growing with group. References and any information furnished by writing Edward J. Ruppe, 465D, RD 4, Troy, N.Y.

Announcers

Sports-minded stations only. Terrific sportscaster-salesman-announcer. 6 years experience, 1st phone. Making big money. How about you? Box 254M, BROADCASTING.

#2 Hooper-rated dj, Kansas City seeking larger market. More money. What's your deal? No top 40's please. Box 371M, BROADCASTING.

Announcer available, negro, excellent gospel, network quality. Ideal summer replacement. Box 480M, BROADCASTING.

All around announcer, experienced, mature, operate board, know good music. Box 481M, BROADCASTING.

Announcer. Experienced early bird looking for greener nest in Pennsylvania, New Jersey, Delaware, Maryland. Vet, married. Box 499M, BROADCASTING.

Announcer—I have what it takes. If talent really tells, let this beginners tape talk. Box 538M, BROADCASTING.

Personality-dj; strong commercials, gimmicks, operate board. Steady, creative, cooperative. Box 539M, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer? Box 540M, BROADCASTING.

Announcer, young, eager to learn. Cooperative. Prefers Penn. Operate board. Box 541M, BROADCASTING.

Announcer, mature. Sales minded. Copywriter. Good background. Operate board. Box 542M, BROADCASTING.

Negro announcer-dj intelligent. Versatile. Sales experience. Socko show. Box 543M, BROADCASTING.

This gal knows clerical work, can write copy and do first rate program. Box 544M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young man, 28, mature, vitally interested in all phases of radio and/or tv. Anxious to learn; able to produce. Lite announcing experience. Prefer northeast. Box 552M, BROADCASTING.

Have 18 months of experience, but will work hard to prove my ability. Versatile, deep voice. Fast, tight boardman. Good on special events. Hours secondary. Good references. Call Bill Baker. New York, Audobon 6-0700, Ext. 523. Between 9, 12 a.m., or Box 555M, BROADCASTING.

Announcer, steady, versatile. Wants progressive station. Excellent references. Box 557M, BROADCASTING.

Attention Florida, young, married, college grad, top dj at number one station in top thirty market seeking permanent position. Box 563M, BROADCASTING.

Young, experienced announcer looking for step-up. Strong play-by-play all sports, news, dj. Air check available. Box 568M, BROADCASTING.

Announcer-engineer. Five years experience, employed, upper midwest, excellent references. Box 569M, BROADCASTING.

C&W specialist or variety dj. Ad-lib or straight, 3 years radio, tv, 12 years entertainer. Clean, reliable, permanent. Available now. Box 573M, BROADCASTING.

East coast, broadcasting school graduate, announce, operate board, single, dependable. Box 574M, BROADCASTING.

Young man, graduate professional broadcasting school, strong on commercials, news, sports. Would also like dj show available to teenagers. Have board experience. Reliable and always willing to do a good job. Box 591M, BROADCASTING.

Six years experience. Deejay, news sports, weather, radio or tv. Available July 19. $115.00 minimum. Phone NYC DE 2-6178 or write Box 593M, BROADCASTING.

Major markets—Top-flight production dj, indicate formula-non formula. Box 595M, BROADCASTING.

Experienced staff announcer. Single. Robert Cohen, 234 Crescent Street, New Haven, Conn. UN 5-3528.

Announcer now with network station-no opportunity to do news, top tunes, wants independent with news, formula operation. Young, single, dependable, move anywhere. Jack DuLong, WJMA, Orange, Virginia.

DJ, 5 years, single. Prefer nights, large market. Bof Heffner, Route 1, Rockford, Ohio.

Announcer—DJ, news and sports. Experienced in all fields. Just vacated strong eastern Iowa market. Personal interview requested. Patrick Holohan, Golf, Illinois. Telephone number Park 4-0278.

First phone announcer. College and experience. Brad Melton, 5319 Rocky Ridge Road, Dallas, Texas. FR 4-7568.

Authoritative, mature staff announcer, with sales ability, dependable, capable, seeks permanent position with growing progressive station, prefer midwest, but consider all others. Age 33—family man. James Allen Ruck, 2226 Marshall Blvd., Chicago 23, Illinois.

First ticket, mildy amusing dj, fifteen months experience. Good rating last job. References nite or morning man. 150 miles L.A. radius desired. Eddie Scherr, 173 N. Almont Dr., Beverly Hills, Calif., Crestview 5-8386.

Attention southern Illinois. Announcer trained in all phases of radio. Write: John T. Stone, 5338 N. Magnet, Chicago, Ill.

Announcer-Sports, staff. Salary secondary to opportunity. Prefer midwest, but will travel. Tony Trunkel, Willard, Wisconsin.

IN HOLLYWOOD CALIF. — IN SEATTLE WASH. — IN KANSAS CITY MO. — IN WASHINGTON D. C.

GRANTHAM SCHOOL OF ELECTRONICS

offers regular RESIDENT CLASSES and HOME STUDY TRAINING in communications electronics—training which prepares you to pass F.C.C. operator license examinations

In resident classes or by home study, Grantham training is the **easy** way to learn more quickly—to prepare more thoroughly—for F.C.C. examinations. And your first class F.C.C. license is the quick, **easy** way to prove to your employer that you are worth more money. Be good to yourself. Prepare now for your F.C.C. license and greater future security in the radio-television broadcasting industry.

Grantham training—in Hollywood, Seattle, Kansas City, Washington, or in Your Own Home—can do the job. Get complete details by writing or phoning any Division of Grantham School. Ask for Booklet 99-K. See addresses and phone numbers listed below.

New resident classes at all Divisions begin July 20 and August 17.

GRANTHAM SCHOOL OF ELECTRONICS

1505 N. WESTERN AVE.
HOLLYWOOD 27, CALIF.
(HO 7-7727)

408 MARION STREET
SEATTLE 4, WASH.
(MA 2-7227)

3123 GILLHAM ROAD
KANSAS CITY 9, MO.
(JE 1-6320)

821-19TH STREET, NW
WASHINGTON 6, D. C.
(ST 3-3614)

Situations Wanted—(Cont'd)

Announcers

Do you need a personality who will specialize in winning friends for your station? Hooper morning excess 50.0—afternoon excess 50.0! Radio-newspaper family background plus over seven years professional experience. Maintenance too (chief's experience-directionals). Will wait for right position. Prefer personal interview. Twenty-six. Veteran. Route #3, Box 631, Gainesville, Florida. FRanklin 6-4358.

Three years at WWDC—Washington, D.C.'s #1 station. Recent move to southwest a mistake. Rating-getting dj, authoritative news, convincing commercials. Terry Sullivan, P.O. Box 1242, San Antonio, Texas. CApitol 3-6216.

Technical

Experienced first phone. Any location acceptable. Limited announcing. No tapes. Box 280M, BROADCASTING.

Chief engineer with management experience. Directional and construction experience. In radio 6 years as chief. All phases, engineering to programming, presently employed. Competent announcer. Box 484M, BROADCASTING.

North Florida or south Georgia broadcast station: If you need a first class ticket or chief engineer, contact me and save plenty. Box 522M, BROADCASTING.

Chief engineer: Consulting background, directional experience. Desire position substantial station or group. References. Box 531M, BROADCASTING.

Engineer, 12 years experience. Ham 29 years. No announcing. West preferred. Box 548M, BROADCASTING.

First class operator presently employed 5000 watt directional. Married man seeks permanent opportunity northeast United States. No announcing. Box 558M, BROADCASTING.

Engineer, 49, versatile, qualified, references, no announcing. Box 578M, BROADCASTING.

Florida opportunity wanted. First phone. Experienced radio, tv, and communications. Box 579M, BROADCASTING.

First phone, will relocate with radio or tv. Two years experience in both. Box 590M, BROADCASTING.

Production-Programming, Others

Program director: Currently employed one of nation's top markets. Highly experienced, successful both top 40 and good music operations. Box 445M, BROADCASTING.

Looking for ten years' experience in major phases of radio-tv broadcasting? Want steady, reliable, ambitious help? No floater. Employed. Box 508M, BROADCASTING.

Summertime is flagpole time. Experienced flagpole sitter available after July 10 for stunts throughout nation. Box 580M, BROADCASTING.

Newsman—Presently employed—news director. Gather, write and air news. Married, children. Looking for stable position with station that knows value of news. Excellent references. Box 581M, BROADCASTING.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

The man we want now is working on the east coast in television or radio sales. We are prepared to lend you all the assistance you need to develop into our top salesman. Located in one of the 30 top television markets. Reply Box 527M, BROADCASTING.

Help Wanted—(Cont'd)

Sales

New local tv programming creates growth opportunity for stable executive type salesman. A little radio or tv time sales experience and much ability on your part along with my help and leads to get you started should result in $8,000 to $10,000 commission per year soon and more in future. Salary first 6 months. Send resume and photo to Keith Oliver, Sales Manager, WJIM-TV, Lansing, Michigan.

WLOF-TV, Channel 9 Orlando needs aggressive salesman. Will overlook lack of experience if man is a real hustler. Good opportunity to move to Florida.

Announcers

Southeastern vhf interested in announcer with tv experience. Personality, voice quality, must be excellent. Man we are looking for is employed happily, but desires to move and improve. Box 597M, BROADCASTING.

Technical

Wanted—Chief engineer. Maximum powered vhf station in key southeastern market seeks experienced engineer and administrator to head its technical department. Well equipped and still growing, this station offers excellent career opportunity for a professional engineer. Stable ownership and management, good working conditions, pension plan, group insurance. Box 567M, BROADCASTING.

Production-Programming, Others

Copywriter, fast, clever with words to assume complete charge of continuity. California network affiliate. Box 446M, BROADCASTING.

Wanted. Announcer-director. South-east Florida station. Salary open. Plus talent and residuals. Must have Sof audition and complete resume plus salary requirements in first letter. Also have opening for copy writer. Salary open. Write details. Reply Box 553M, BROADCASTING.

Producer-director position open in southeastern vhf. Give full details as to experience ambitions, and salary requirements. Good team man with vitality, originality and plenty of ideas wanted. Box 598M, BROADCASTING.

Working news director wanted for vhf in southeast. Must be able to write, edit, shoot 16 mm, and possibly do an on-the-air job. Box 599M, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Sales manager major eastern vhf desirous of locating with progressive station or chain in midwest or west. 16 years experience all phases of radio and tv sales. Offer stability, loyalty and excellent background together with finest personal and business references. Box 561M, BROADCASTING.

Aggressive, young account executive seeks solid opportunity. Married, excellent background, and best references. Box 582M, BROADCASTING.

Announcers

Experienced announcer, currently employed major market, seeking advancement. Prefer midwest station. Box 535M, BROADCASTING.

Technical

Broadcasting technician: Recent graduate of Central Technical Institute. Seeking permanent position or summer replacement. 1st ticket. Box 556M, BROADCASTING.

12 years radio and tv. Desire technical position with good future. Can accept responsibility. Box 565M, BROADCASTING.

Production-Programming, Others

Production assistant, five years experience large market, desires relocate small market as production manager. Salary open, family, college graduate, highest references. Box 477M, BROADCASTING.

TV program director wants to get hands dirty again. Anxious to return to production department. Experienced as p.d., announcer, director, newsman, weatherman, writer, designer, etc. Desire position as operations-production manager. Box 533M, BROADCASTING.

Versatile, experienced, well-schooled production manager (8 years tv production) capable of managing and executing all assignments relative to tv-radio-theatre production. Looking for permanent tv "Home" run by cooperative tv "professionals". Write for complete resume and references to Box 584M, BROADCASTING.

FOR SALE

Equipment

Complete 25 kw tv transmitter. Channels 2 thru 6. Low price. Send for details. Box 494M, BROADCASTING.

For Sale: 1 Presto-85E recording amplifier with 2 recording mechanisms model 6N. Box 550M, BROADCASTING.

1 tape-Athon model 375-10 authomatic continuous magnetic tape player includes two pre-recorded 10-inch reels. Very good condition. Box 559M, BROADCASTING.

MAJOR INDEPENDENT

HAS IMMEDIATE OPENING

FOR TOP-FLIGHT DISC JOCKEY

Send tape, air check, photograph and resume to

Program Director, WFBR, Baltimore, Md.

FOR SALE

Equipment—(Cont'd)

1 Travis tapak portable tape recorder, Triplex newscaster model. Used very little. Excellent condition. Box 560M, BROADCASTING.

550 foot Blaw Knox self-supporting H-21 tower. Designed for fm and tv antennas. Dismantled, ready to ship. Box 583M, BROADCASTING.

Best offer buys: One G.E. type BT-4-A 10 kw fm amplifier with several used output tubes. This unit requires a 3 kw driver. It is in good operating condition. Call Washington, D.C. at ADams 4-0700, Ext. 101A.

RCA, BQ-101 automatic turntable. Used very little. Make an offer. KFMA, Davenport, Iowa.

5 kw. High channel television transmitter, General Electric 4TT6-D, FCC approved, with tubes and crystals for channel 13. Television frequency monitor. General radio 1183-T-A. FCC approved with tubes and crystals for channel 13. Both used by WKTV prior to change to channel 2. Priced to sell. Contact DeForest T. Layton, Jr., Channel 2—WKTV, P.O. Box 386, Utica, New York.

Western Electric 310-B, mint condition, 10 sets tubes. Western Electric high level modulated transmitter ok for standby, Conelrad, both equipped remote control. Want Langevin "Progar" or equivalent. Make me an offer. Fred Haney, Jr., WRAL-Radio, Raleigh, N.C., phone Temple 4-6401.

Flashcasting Trans-Lux news sign . . . 61' x 4'5". Complete remote control equipment. Good working condition. Reasonable. WRVM, 130 Clinton Avenue South, Rochester 4, N.Y.

240 feet Andrew 6⅛" coaxial line with fittings. WSIX-TV, Nashville, Tennessee.

RCA BTA-250M broadcast transmitter available immediately. Used three years. Radio Station WTRB, Ripley, Tenn. Box 302.

Western Electric 1 kw xmitter now in full service going to 5kw will sacrifice for $1375 fob, Ocala, Florida. Phone Ken Brown, Marion 2-8174.

Stephens Wirless microphone complete, used, in excellent condition—$250.00. Camera Equipment Co. Inc., 315 W. 43rd St., New York, JUdson 6-1420.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Dage video monitor model 602A, 1—1" F/1.5 lens. 1—2" F/1.5 lens. 1—3" F/2.5 tele photo lens. Dage 250A lens and distribution amplifier. Dage 101 Camera with 3" rear monitor. Conrac 27" industrial telev. monitor. Reply to: Paul Major, Eagle Publishing Company, 33 Eagle Street, Pittsfield, Mass.

WANTED TO BUY

Stations

Sincere group of young, experienced broadcasters interested in station in market of 30,000 or better. Prefer midwest. Will become part of community. Strictest confidence. Box 405M, BROADCASTING.

Wanted: Opportunity to lease small am, prefer middle-west, write freely, information absolutely confidential. Box 596M, BROADCASTING.

Equipment

Wanted RCA BTL-IB STL or receiver only. Box 411M, BROADCASTING.

Man with 20 years radio experience and capital seeks station in eastern market, preferably New York area. Principals only. No brokers. Write in confidence. Box 551M, BROADCASTING.

FM transmitter, 1 to 5 kw, and monitors. CMS, 60 Landing Park, Rochester 10, N.Y.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. license in six weeks. Inexpensive, practical. Resident class August 3. Pathfinder, 510 16th St., Oakland, Calif.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

Custom radio spots and jingles by radio's No. 1 pitchman. 12 hour service. Write: Turner, Inc., 1002 Consumers Building, Chicago.

RADIO

Help Wanted—Sales

WANTED: SALES MANAGER

Minimum Salary $12,000.00 Per Year
plus liberal incentive

Greater Pittsburgh's fastest growing radio station, WMCK (Mighty 1360), needs a sales manager who can sell, organize and direct a staff to sell today's radio.

The minimum salary is $12,000.00 per year with a real opportunity for someone with know-how and aggressiveness to earn much more. Also, the opportunity exists for the right party to grow into the General Managerial capacity.

Direct applications to Robert M. Cox, President, 300 Fifth Avenue, McKeesport, Pa., or phone North 4-4421.

RADIO SINGING COMMERCIALS' SALESMAN

Jingle firm currently dealing with over 700 radio stations needs services of top-notch salesman. Car necessary. Extensive travel. $15-20,000 per year calibre. Radio experience essential.

The Jingle Mill, Inc.
201 West 49th Street
New York 19, N.Y.

Help Wanted—(Cont'd)

Announcers

SOMEWHERE

Among the readers of this advertisement is a man able to do the job of Chief Announcer on a 5,000 watt radio station located in the middle Atlantic area. Must be able to do straight announcing, sports and local news and have a practical knowledge of music. Future advancement governed by cooperation with Sales Department and public service with community. Send experience, qualifications and photo to Box 588M, BROADCASTING.

Technical

RECORDING ENGINEER

Must be thoroughly versed all phases recording, maintenance, setup, acoustics, etc. Great opportunity for right man. Salary, bonuses and high profit-sharing arrangement. New studio being built. Already has initial account which will bill $15,000 to $20,000 yearly.

Box 589M, Broadcasting

SALES ENGINEER AUDIO PRODUCTS

Immediate opening for broadcast engineer experienced in all phases of audio equipment and audio systems. Responsible position in sales office of leading broadcast equipment manufacturer. Limited travel. Complete company benefits. Send complete resume and photo.

Box 602M, BROADCASTING

TELEVISION

Situations Wanted—Management

TV-Radio Manager-Sales Manager

15 years' diversified background radio-tv management, sales, merchandising and promotion, including network and national representative experience, programming, talent, legal and accounting. Unusual reputation as self-starter of "hard-sell" school. Extensive first-hand working knowledge of Southeast as well as national field. Know agency-advertiser thinking inside and out. Presently employed film sales. Money good but tired of traveling. Interested in job as a working tv sales manager or general manager of radio station. 38 years old, married, children. References.

Box 587M, BROADCASTING

MISCELLANEOUS

SELL MORE WITH HUMOR

Create humorous, hard-sell radio and tv commercials with the comprehensive guide

"TOUCH ME LIGHTLY"

Successful samples included.
$5.00

Write: Radio Aids—715 Castillo St., Santa Barbara, California.

TELEVISION

Help Wanted—Technical

Communications

RCA

BROADCAST FIELD ENGINEERS

Qualified applicants should possess first class radio-telephone license, good technical schooling and two or three years' maintenance experience on TV studio or TV transmitter equipment.

These positions will pay top salaries. Liberal RCA benefits included.

For personal interview, please send a complete resume of your education and experience to:

Mr. Edward J. McGarrigan
Employment Manager, Dept. YP-IG

RCA Service Company
Cherry Hill, Camden 8, N.J.

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?

If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE
6013 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

STATIONS FOR SALE

FULLTIME
COLORADO

Captive market station $8,000 down. Approximately $290.00 per month on balance. Box 495M, BROADCASTING.

DAYTIMER

Metropolitan Rocky Mountain Area. By owner. *$20,000 down.* Seven Year payout. Box 500M, BROADCASTING.

KAPR
Douglas, Arizona

1000 watt daytime. $70,000, with 29% down. Market—copper, cattle, lettuce.

Box 511M, BROADCASTING.

FOR SALE

Class B fm station in Southern California.

Write

Box 530M, BROADCASTING

Less than year ago we took over a *"dog"* and have made it top audience station in 30-50 thousand market. Unusual conditions ran us short of dough, but not desperately so. Future is great; need help now to tune of not less than 5 G's. How do you want to invest with us,—except on transfer of control? Reveal yourself fully when writing to

Box 585M, BROADCASTING

5000 WATT DAYTIME STATION

In very desirable Florida area. Price $150,000, will not accept one penny less, as station has unlimited potential. Terms available. Principals only write.

Box 592M, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

NEGOTIATIONS **MANAGEMENT**
APPRAISALS **FINANCING**

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Cal.	Single	250w	$38M	terms
Vt.	Single	1kw-D	50M	cash
Ala.	Small	250w	70M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Miss.	Small	1kw-D	98M	terms
W.Va.	Small	250w-F	35M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w	78M	terms
Cal.	Small	500w	175M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Ind.	Metro-Suburb		158M	terms
Fla.	Large	250w	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	275M	terms
S.E.	Small	VHF-TV	450M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

GUNZENDORFER

For Western radio properties—Arizona 5000 watt daytimer in big market—Control for $140,000. California fulltimer 250 watts $40,000. Arizona 1000 watts $75,000. Colorado daytimer $100,000. TERMS.

WILT GUNZENDORFER
AND ASSOCIATES

8630 W. Olympic, Los Angeles, Calif.
Licensed Brokers and Consultants

Texas 250w D. $150,000 29%—S.W. fulltime $55,000—Texas fulltime Regional $170,000 27%—S.W. Fulltime $90,000 ⅓ down—Southern F.T. Regional $175,000 29%—Southern D. Regional $97,500 29%—Texas fulltime Regional $180,000 29%—Many more up to $900,000. *To BUY or SELL contact* PATT McDONALD, BOX 9266, AUSTIN, TEXAS. GL. 3-8080.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

Mrs. Peff, President, Superior Air Products Co., Newark, N. J., shown in her office with Supairco's recently developed liquid-oxygen "vacuum bottle."

meet Mrs. Peter Peff

talented executive and a good customer of Anaconda

Many a tough problem has been solved by Mrs. Peff and her company since 1952, when she assumed the presidency after her husband's death.

Specialists for thirty years in building low-temperature apparatus and complete plants to produce oxygen and other gases, "Supairco" was called on recently to develop a small, compact, lightweight container to supply oxygen for aircraft crews at high altitudes. Supairco did just that—with its ingenious design for a "vacuum bottle" which holds *liquid oxygen at 297 degrees below zero, Fahrenheit!* One of the key questions—what metals would do the job best?

After careful research and testing, Supairco chose Anaconda's special copper-silicon alloy, Everdur®, for the inner sphere which contains the liquid oxygen. Everdur was selected because of its ready workability, corrosion resistance and high strength—a combination of properties which withstands the vibration and fatigue stresses aloft, *plus* the shocks associated with catapult launchings and carrier-based landings.

For the outer sphere, a shell of highly polished, heat-reflecting Anaconda Copper was used to maintain the vacuum which keeps the liquid-state oxygen at the extremely low temperature necessary.

The "vacuum bottle" shown above, when fully valved and charged, weighs only ⅓ as much as the heavy, cumbersome cylinder it replaces, and requires only a fraction of the space. Yet Supairco's new product provides a high-flying, eight-man crew with all the oxygen it needs.

Anaconda, through its subsidiary The American Brass Company, produces more than 100 standard alloys of copper, each providing its own combination of properties. Special alloys are regularly developed to meet specific applications. This is in keeping with the continuing aim of Anaconda research in the whole nonferrous-metal field: Better ways to do things, in home and industry. 59173 A

ANACONDA®

PRODUCERS OF: COPPER · ZINC · LEAD · ALUMINUM · SILVER
GOLD · PLATINUM · PALLADIUM · CADMIUM · SELENIUM · TELLURIUM
URANIUM OXIDE · MANGANESE · ARSENIC · BISMUTH · INDIUM

OUR RESPECTS TO . . .

Charles Henry Tower

A management dream for the broadcasting industry comes true today (July 6) on the campus of the Harvard Graduate School of Business Administration in Boston. Sixty station owners and executives are going back to school. Their lessons will deal with broad management problems.

Charles Tower, age 39, as NAB's broadcast personnel and economics director has long nursed this idea. He feels the typical station manager has come up from specialization—selling, programming, technical and the other typical forms of broadcast operation. In these pursuits many owners and managers simply haven't been able to find time to receive instruction in basic management problems of the type for which Harvard is renowned.

The idea of university training for management is not new to industry in general, but it's an innovation for broadcasters. Advertising Federation of America, for example, has a one-week course at Harvard, also with a July 6 starting date. This compares with the fortnight-long instruction for broadcasters. Every two years Mr. Tower has been taking some form of advanced management training of this type and he's a recognized specialist in the subject.

University training of this type has some definite "nots." It's not a cookbook solution to broadcasting problems. This type of problem is taken up at the NAB's fall conferences where station operators can match experiences on specific issues.

Not a Cure-All • Nor is the Harvard course designed to tell an operator how to build up a 24.3 rating at 3 p.m. Tuesday.

Rather it will go into the tools that are needed to run a business—ways to face up to problems.

Mr. Tower spends at least half the day on the telephone, consulting with broadcasters on their management and staff developments. He has been in charge of the NAB department since 1955. Station operators and his fellow executives at NAB say he has the most receptive ears and counseling voice in the industry. A bit on the campus side in his manner and habits, he sports a crewish sort of hairdo in contrast to his long-hairish reading tastes. He loves to play squash at the University Club in Washington and wields a competent racquet.

"Chuck" Tower—and that's the way the broadcasting industry refers to him—had his first management experience nearly two decades ago at Williams College in Massachusetts where he managed the football team. Tall and stringy, he assumed this role because his lack of heft didn't fit him for front line or end-run duty.

Native to Campus • Campus life was natural for Chuck. His father taught at Philips Academy-Andover and later became dean. Naturally his secondary educational training was at this well-known prep school where sons of faculty members could attend tuition-free.

After getting his liberal arts degree at Williams, with a political science major and economics minor, he entered Harvard Graduate School of Business Administration in 1942. At the time the Navy was operating courses at the school to develop an officer reserve for the supply corps. He attended continuously—was commissioned an ensign and received his degree in industrial administration. Prior to graduation he received a medical discharge from the Navy.

Armed with his graduate degree, Chuck Tower quickly lined up a job that took advantage of his advanced training and introduced him to the manufacturing end of the broadcasting industry. He went to work right off the campus at RCA in Camden, N.J., as junior methods engineer. This job included manufacturing cost control and personnel relations among other duties.

NAB's Chuck Tower

Specialist: personnel and economics

Two years later he joined the National Labor Relations Board as field examiner, working out of the Pittsburgh and Boston offices. In Pittsburgh he met Barbara Schupp, whose father was with NLRB. They were married in June 1946.

Law Degree Too • That year Mr. Tower decided he wanted another degree—law. He had an offer to teach at the Boston U. School of Business Administration. This set up the chance to combine law study with a salary. For 24 months he taught and studied, graduating with his law degree and later passing the Massachusetts state bar.

At the time Richard P. Doherty, NAB employe-employer relations director, was looking for an assistant. Mr. Doherty, too, had taught at Boston U, and was familiar with the Tower background. On Feb. 2, 1949, Chuck Tower went to work at NAB's Washington headquarters and soon was neck-deep in the labor and economic complications that confront broadcast management.

His first speaking contact came at an NAB district meeting held in the Poconos when Mr. Doherty went to Europe on an international mission. This was the first contact many broadcasters had with NAB's assistant labor director. They were pleasantly surprised when this boyish, somewhat retiring speaker opened up with a relaxed, professional platform manner and went right to the heart of their labor problems. His industry appearances are now familiar. He keeps an audience at ease by talking without text, a technique he embraced after once feeling that a prepared speech had struck with the impact of an overage pumpkin.

The Towers have three children—David 12, Chris 7, Sandra Lee 2½. He is a member of the Unitarian church. He teaches business management at American U. in Washington. Besides the University Club he belongs to the Harvard Club of Washington.

As usual this autumn he will conduct clinics for management at NAB's regional conferences. These are what he calls nuts-and-bolts sessions. At NAB's annual conventions his labor and management sessions have capacity audiences. Around the industry more people are familiar with his station economic reports and reviews of labor developments than any of the NAB services.

His role at the Harvard course, he says, will be "chief kibitzer." He thought up the idea and basic planning of the seminar. If the project lives up to his hopes, he believes it will be the first step in a greatly broadened program of executive training in broadcasting.

EDITORIALS

More help needed

FROM its beginnings, color television has needed more help than it ever got. In the past month, however, two developments have given fresh encouragement to those patient advocates who see in color tv the ultimate refinement of what is already the No. 1 medium for information, entertainment and sales.

First, Admiral Corp. climbed on the color manufacturing bandwagon—a bandwagon which up till then had been, for all practical purposes, both drawn and driven by a single corporate team, RCA and its subsidiary, NBC. The second encouragement for the color crusaders came 10 days ago, when Roger Clipp of the Triangle stations, who also is chairman of TvB, called together a score of the nation's top television broadcasters for pep talks—and facts—on color tv and what it can mean right now.

It would be wishful thinking to suggest that these developments alone will bring color television bursting immediately into full bloom—or even into bud. But they could lead the way.

Before color can come into its own, the old chicken-or-the-egg question will have to be compromised: Color programming must be promoted at all levels in order to boost color set circulation, while circulation must be promoted so that more advertisers will want to do more color programming. And at some point in that widening circle, as set sales require increased production, rising output must bring reduced set costs so that true mass circulation will be possible.

It is not a job that can be done by one, or even a few. The more broadcasters, manufacturers, advertisers and agencies who get behind the drive, the more quickly color will arrive. No doubt momentum will gather slowly. But along with continually improving programs, color offers the best means of getting more people to watch more—and to buy more, which is just another way of saying money in the bank for both the operators and the users of television.

Victory now, trouble later

THE U.S. Supreme Court eliminated one problem for broadcasters last week but inadvertently created another. The problem it created will be much harder to correct than the problem that was corrected—and it took 25 years to get the illusory relief which the Supreme Court granted.

We say this with much regret for at the outset of the case which the Supreme Court decided last week there was reason to hope for a decision of long-range value. Certainly WDAY-AM-TV Fargo, N.D., has earned the gratitude of all broadcasters for fighting through the costly channels that led to Supreme Court consideration a matter which was of utmost importance to broadcasting.

As reported elsewhere in this issue, the Supreme Court ruled that Sec. 315 immunizes broadcasters from libel actions arising from candidates' appearances on radio and television. The immunity is implied, the court majority said, because the law forbids broadcasters to censor candidates' speeches.

On the surface the ruling is vastly appealing. It removes the historic broadcasters' dilemma of risking libel suits while being powerless to prevent them. But turn the ruling another way, and it is an endorsement of a principle which must be loathed by every broadcaster who counts himself anything more than a Western Union messenger. The ruling legitimizes the evil theory that broadcasters are incompetent to exercise the kinds of editorial judgment which are accorded to the press by the First Amendment.

In practical application, the Supreme Court's decision will add to the difficulties which broadcasting must overcome if it is to obtain the freedoms which it must have if it is to become a true organ of journalism. If the United States government, through an act of Congress, endorsed by the Supreme Court, is to deny broadcasters the right of editorial judgment in the presentation of political oratory, the inevitable flow of regulation from that denial will be curtailments of other rights.

The right to exercise editorial judgment over candidates' speeches is too important a right to cede in exchange for protection against libel damages. Broadcasters must intensify their efforts to persuade the Congress to lift the restrictions of Sec. 315 and with them the immunity from libel which the Supreme Court now says the Congress originally granted.

Broadcasters cannot have rights without risks or freedoms without responsibilities. Both rights and risks and freedoms and responsibilities are the necessary ingredients of free journalism.

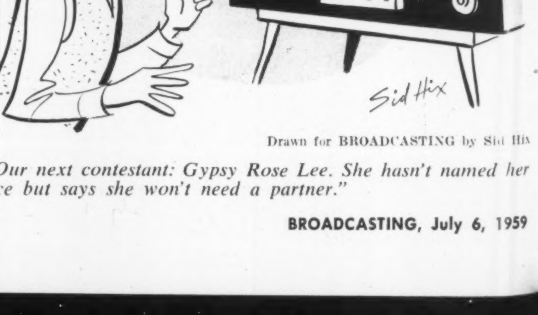
No time to dawdle

ON Thursday (July 9), a special Senate Foreign Relations Subcommittee will give the nine-year-old NARBA treaty, as well as the 1956 Mexican agreement on am broadcast allocations, another hearing. Two years ago, a Senate subcommittee dropped consideration on ratification because of objections from the Daytime Broadcasters Assn.

This could be the last chance. The daytimers, who cannot be blamed for wanting longer operating hours (they're now seeking 6 a.m. to 6 p.m., instead of sunrise to sunset) haven't been sitting on their hands. They've told Senators that they should be permitted to operate longer hours on Mexican clears and on our own clears. The FCC, presumably before the hearings end, will decide the pending daytimers' case.

What the daytimers haven't told the Senate is that not only Mexican and U.S. clears but practically all of the regional stations would suffer degradation if the longer operating hours were authorized without proper protection. If there is no ratification, Cuban, Mexican and even Canadian stations could jump our channels. No one, not even the daytimers, would benefit from that jungle warfare.

The regionals, as well as the clears, had better tell their story to the Senate subcommittee so it won't be stampeded by a minority view—as it was two years ago. On their side will be Comr. Rosel H. Hyde, who as chairman of the NARBA delegations which evolved the treaties, has worked hard to prevent another inter-American allocations war.



Drawn for BROADCASTING by Sid Hix

"Our next contestant: Gypsy Rose Lee. She hasn't named her dance but says she won't need a partner."

this is the Piedmont Industrial Crescent

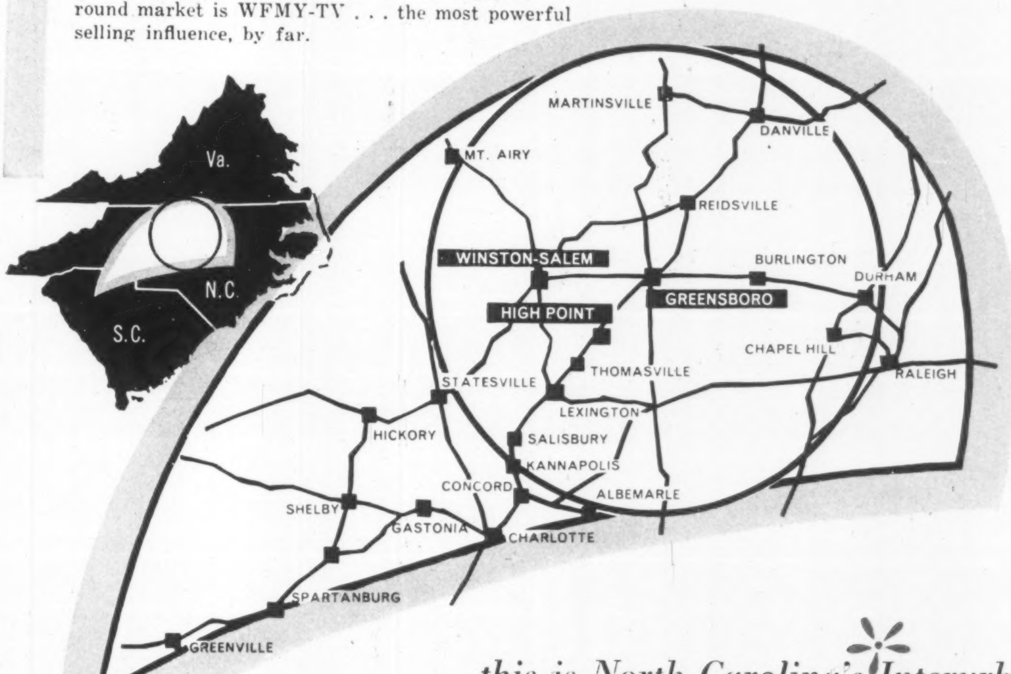
The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.

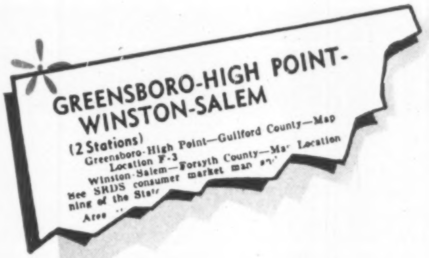
and it's dominated by

wfmy-tv



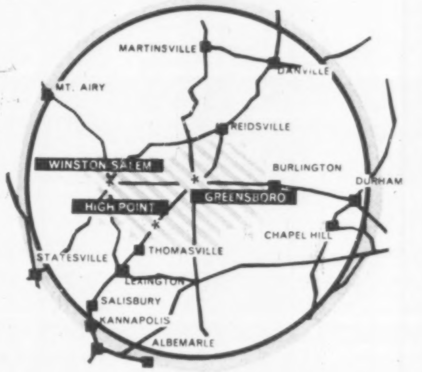
Va.
N.C.
S.C.
MARTINSVILLE
DANVILLE
MT. AIRY
REIDSVILLE
WINSTON-SALEM
BURLINGTON
DURHAM
GREENSBORO
HIGH POINT
CHAPEL HILL
THOMASVILLE
RALEIGH
STATESVILLE
LEXINGTON
HICKORY
SALISBURY
KANNAPOLIS
CONCORD
ALBEMARLE
SHELBY
GASTONIA
CHARLOTTE
SPARTANBURG
GREENVILLE

this is North Carolina's Interurbia



GREENSBORO-HIGH POINT-
WINSTON-SALEM
(2 Stations)
Greensboro-High Point—Guilford County—Map
Location F-3
Winston-Salem—Forsyth County—Ma[illegible] Location
See SRDS consumer market map [illegible]
ning of the Stat[illegible]
Area [illegible]

. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.



MARTINSVILLE
DANVILLE
MT. AIRY
REIDSVILLE
WINSTON-SALEM
BURLINGTON
DURHAM
HIGH POINT
GREENSBORO
CHAPEL HILL
STATESVILLE
THOMASVILLE
LEXINGTON
SALISBURY
KANNAPOLIS
ALBEMARLE

2

OUR 10TH
ANNIVERSARY YEAR
1949-1959

wfmy-tv

GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco, Atlanta, Boston, Detroit